

MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Add a happy new note to your parties

... Toastmaster Hospitality set.

(Toaster and trays) Sheet.

© 30Sep49; KK43852.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Add appetite appeal..enjoy more cus-  
tomers! (Toastmaster automatic  
toaster, roll and food warmer)  
Clipping. © 17Sep48; KK30138.



McGraw electric company. Toastmaster  
products division, claimant.

Add variety and sparkle to your  
menus. (Roll and food warmers and  
toasters) [New York, Printed by  
Ahrens pub. co.] c1947.

clipping.

Print.

Appl. author: Frederick J. Wachter.

© Toastmaster products division,

McGraw electric co., Elgin, Ill.;  
10Mar47;

KK11472.

afp 16Apr47



KK 8652

McGraw electric company. Toastmaster products  
division, claimant.

Always first ... first all ways! ... (Automatic  
electric toaster) [New York, Printed by McGraw-  
Hill publishing co., inc.] cl947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© 15Jan47; author, Elgin, Ill.; KK 8652.

elg 3-7-47



KK 5036

McGraw electric co., Toastmaster products  
div., claimant.

America's best-known toaster! (Auto-  
matic electric toasters) [New York,  
Printed by Retailing home furnishings]  
c1946.

clipping.

Print.

Appl. author: Frederick J. Wachter.  
© 7-17-46; 2 c 7-25-46; Elgin, Ill.;

KK 5036.

cf 8-21-46



MCGRAW ELECTRIC COMPANY. Toast-  
master Products Division ©.  
America's most sought-after toaster.  
(Automatic toaster) Clipping.  
© 20May48; KK28529.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Announcing a great new addition to  
the Toastmaster line. (Roll and  
food warmer) Folder. (C11-0)

© 24 May 50; KK53159.

OCT 2 - 1950



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Announcing the new Toastmaster dem-  
onstrator plan on toasters and  
waffle bakers. Pamphlet. Appl.  
author: J. D. Elgin. © 4Sep52;  
KK79848.**



MCGRAW ELECTRIC COMPANY.

Toastmaster Products Division ©.

Announcing a new Toastmaster toaster.

(Automatic toasters) Clipping.

© 15Sep47; KK18978.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Announcing the sensational new  
Toastmaster super de luxe toaster.  
World's only toaster with amazing  
new power-action. Adv. from Elec-  
trical merchandising, Feb. 1953,  
p. 39-42. Appl. author: Edward  
J. Grabow. © 1Feb53; KK83840.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Another wedding, another sale. Toast-  
master automatic pop-up toaster.**

**Adv. from Electrical dealer, May  
1952, p. 65. Appl. author: Fred-  
erick J. Wachter. © 1May52;  
KK74389.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Any time is waffle time with the new  
Toastmaster waffle service. Folder.  
(DCC50) © 24Feb50; KK53160.

OCT 2 - 1950



McGraw electric co. Toastmaster products division, claimant.

Any way you look at it, Toastmaster toaster is 1st. (Electric automatic toasters) [New York, Printed by McGraw-Hill pub. co.] © 1946.

clipping.

Print.

Appl. author: Fred J. Wachter.

Appl. title; Toastmaster toaster is 1st.

© 1-15-46; 2c 1-24-46; Elgin, Ill.;  
KK 597. 3-28-46 rs



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Are you passing up waffle profits  
as high as 79%? Toastmaster  
automatic waffle baker. Adv. from  
Chain store age, Mar. 1952, p. 4.  
Appl. author: Frederick J. Wach-  
ter. © 5Mar52; KK71629.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Are you passing up waffle profits ...  
Toastmaster automatic waffle baker.  
Adv. from Food service, Feb. 1953,  
p. 37. Appl. author: Frederick J.  
Wachter. © 1Feb53; KK82963.**



KK 5285

McGraw electric co., Toastmaster products  
div., claimant.

B/G where "a meal a minute" means  
10,000,000 meals a year! (Automatic  
electric commercial toasters) [New York,  
Printed by Restaurant management] cl945.  
clipping.

Print.

Appl. title: Where "a meal a minute"  
means 10,000,00 meals a year!

Appl. author: F. J. Wachter.

© 11-5-45; 1 c 12-23-45, 1 c 8-4-46;  
Elgin, Ill.; KK 5285.

cf 8-26-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

✓ Be a guest in your own home with this  
hospitality set! ✓ Sheet. © 20Mar50;  
KK47678.

APR 18 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Be sure it's a Toastmaster toaster and  
be pleased with yourself for years.  
Sheet. © 20Apr49; KK38026.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Be sure it's a Toastmaster toaster  
and look at all you'll enjoy!

Sheet. © 23Feb49; KK38027.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Be sure it's a Toastmaster toaster for  
years of satisfaction! Sheet.

© 23Mar49; KK38025.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Because its forever. Hint for these  
helpers you know will last. cBrides  
(Toaster, roaster oven, knife  
sharpener) From Modern bride,  
summer 1953, p. 76. Appl. author:  
Edward J. Grabow. © 3Apr53;  
KK86968.



KK13170

McGraw electric co. Toastmaster products  
division, claimant.

Bell ringer! Any way you look at it ...  
(Automatic toaster) [New York, Printed by  
McGraw-Hill pub. co.] c1947.

clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 1May47;  
KK13170. 25Jun47 rs



McGraw electric co. Toastmaster products  
division, claimant.

The best costs less! Automatic toaster)  
[Chicago, Printed by Domestic engineering  
co.] cl947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 16Jun47;  
KK13995.

elg 7-18-47



McGraw electric co. Toastmaster products  
division, claimant.

The best costs less! (Automatic toaster)  
[Chicago, Printed by Modern hospital pub.  
co.] c1947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster pro-  
ducts division, Elgin, Ill.; 6Jun47;

Kk139 4. .

c1g 7-18-47



McGraw electric co. Toastmaster products  
division, claimant.

The best costs less! For perfect  
toast ... (Automatic toaster) [New York,  
Printed by Lebhar-Friedman, inc.] cl947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 5Jun47;  
KK14015.

elg 7-18-47



KK 1910

McGraw electric co., Toastmaster products division,  
claimant.

Big toast capacity in small space. (Electric  
automatic commercial toasters) [New York,  
Printed by Lebhar-Friedman publications, inc.]  
c1946.

clipping.

Print.

Application author: F. J. Wachter.

(C) 3-1-46; 2 c 3-26-46; Elgin, Ill.;

KK 1910.

vf 4-25-46



KK 6511

McGraw electric co. Toastmaster products div., claimant.

"Boy! are we lucky!" (Automatic toasters) [New York, Printed by Hearst magazines]cl946.  
clipping.

Print.

Appl. author: Charles S. Lewis, Jr.

© 9-25-46; 2 c 10-7-46; Elgin, Ill.;

KK 6511.

zcr 11-25-46



✓  
MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division Ⓞ.

Bride today, hostess tomorrow. Toast-  
master. [From Ladies' home jour-  
nal, June 1950] (Automatic toast-  
er and waffle iron) Sheet.

© 29May50; KK50609.

JUL 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Bride today, hostess tomorrow. Toast-  
master. [From Saturday evening  
post, May 20, 1950] (Automatic  
toaster and waffle iron) Sheet.  
© 15May50; KK50608.

JUL 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

Build your business with Toastmaster  
products. (Automatic toaster, roll,  
food warmer and waffle baker) Clip-  
ping. © 14Oct48; KK30132.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Cash in now on Toastmaster's two spe-  
cial offers! [From Electrical mer-  
chandising, Aug. 1950, p. 25]  
(Toaster and jam jar set). Sheet.  
(603) © 31Jul50; KK54864.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

✓ Chickland serves 75 tons of chicken  
a year from these Toastmaster roll  
and food warmers! [From American  
restaurant, Mar. 1950] Sheet.  
© 8Mar50; KK47680.

APR 1 8 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

✓ Chickland serves 75 tons of chicken  
a year from these Toastmaster roll  
and food warmers! ✓ [From Restaurant  
equipment dealer, Mar., 1950]  
Sheet. © 23Feb50; KK47676.

APR 18 1950



KK 2544

McGraw electric co., Toastmaster  
products division, claimant

Completely automatic . . . "Look -  
toast pops up - current clicks off"  
Toastmaster toasters are back again!  
(Automatic electric toaster) [Orange,  
Conn., Printed by Lebhar-Friedman  
publications, inc.] c1946.  
clipping.

Print.

Application author: Fred J. Wachter.

© 4-15-46; 2 c 4-22-46; Elgin,  
Ill.; KK 2544.

mgc 5-16-46



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Completely automatic. No watching,  
no waiting. 4-slice model ...  
16-slice model. Toastmaster Pro-  
ducts, toasters, roll and food  
warmers, waffle bakers. Adv.  
from American restaurant magazine,  
Mar. 1953, p. 72-73. Appl. author:  
Frederick J. Wachter. © 10Mar53;  
KK85607.**

**No watching ...**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Completely automatic. No watching -  
no waiting! Here is the toaster ...  
Toastmaster. [From Hotel manage-  
ment, Sept. 1950, p. 14-15] Sheet.  
(608) © 8Sep50; KK54874.

NOV 10 1950



MCGRAW ELECTRIC COMPANY, Toastmaster  
Products Division ©.

Completely automatic. No watching -  
no waiting! Toastmaster. [From  
Restaurant equipment dealer, Oct.  
1950, p. 6-7] Sheet. (609)

© 22Sep50; KK56412.

DEC 2 6 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©,

Completely automatic. Toastmaster.

[From Food service news, July 1950,

p. 3] (Automatic toaster) Sheet.

(596) © 29 Jun 50; KK54857.

NOV 10 1950



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Cut serving time with the point-of-  
service Toastmaster roll and food  
warmer. Adv. from Chain store age,  
May 1952, p. 48. Appl. author:  
Frederick J. Wachter. © 5May52;  
KK74391.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Cut today's high costs with Toast-  
master products! (Toaster, waffle  
baker, roll and food warmer) Clip-  
ping. © 15Dec48; KK31669.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Cuts costs - speeds service, too!

Now your customers can enjoy all  
the advantages of cooking ahead ...

(Roll and food warmers) Sheet.

© 25Feb49; KK40874.



KK 9073

McGraw electric company, Toastmaster  
products division, claimant

The dependable toaster! Built to last! ...  
(Automatic electric toasters) [Philadelphia,  
Printed by Curtis pub. co.] c1946.  
clipping.

Print.

Appl. author: C. W. Lewis, jr.

© 9-25-46; 2 c 10-22-46; Elgin, Ill.;

KK 9073.

mgo 1-2-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Display one item, sell three ...

Toastmaster Hospitality set.

(Toaster and trays) Sheet.

© 30Aug49; KK43862.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Dollar for dollar, Toastmaster roll  
and food warmers ... Sheet.

© 7Jul49; KK43855.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Door opener to more Toastmaster pro-  
duct sales. (Roll and food warm-  
ers) Sheet. © 23Mar50; KK50610.

JUL 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Ends the waste of waffle sticking!  
(Automatic waffle baker) Clipping.

© 20Nov48; KK31664.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Every slice perfect, every slice  
profitable! (Automatic toaster)

© 4Nov47; KK18907.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Every slice perfect, every slice  
profitable! (Automatic toaster)

© 14Nov47; KK18908.



KK 1861

McGraw electric co. Toastmaster products  
division, claimant.

Every slice perfect..Toastmaster  
toasters are back again! (Automatic  
electric toaster commercial type) [Orange  
Conn., Printed by Lebhar Freedman publi-  
cations, inc.] © 1946.

clipping.

Print.

Appl. author: F. J. Wachter.

Appl. title: Toastmaster toasters are  
back again!

© 2-1-46; 1c 2-23-46, 1c 3-14-46;  
Elgin, Ill.; KK 1861. 5-6-46 rs



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Every slice pops up perfect every  
time. Perfect toast is profitable  
toast. Toastmaster toasters. Adv.  
from Institutions, June 1952, p. 93.  
Appl. author: Frederick J. Wachter.  
© 5Jun52; KK75622.**



McGraw electric co. Toastmaster products  
division, claimant.

Experience bears good fruit. (Automatic  
toaster) [Philadelphia, Printed by Curtis  
pub. co.] cl947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.  
© McGraw electric co., Elgin, Ill.;  
16Apr47; KK12443.

elg 7-21-47



MCGRAW ELECTRIC COMPANY.

Toastmaster Products Division ©.

Facts to help you sell Toastmaster  
products. (Automatic toaster)

Clipping. © 25 Jul 48; KK28532.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Fast food service brings folks back.

Point of service Toastmaster roll  
and food warmer fits on or under  
the counter ... Adv. from Chain  
store age, Aug. 1952, p. 24. Appl.  
author: Frederick J. Wachter.

© 5Aug52; KK80257.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Fast food service brings folks back.  
Toastraster. [From Chain store  
age, Fountain-restaurant ed., Jan.  
1951, p. 28] (Roll and food warm-  
er) Sheet. (625) © 29Dec50 (in  
notice: 1951); KK58218.

FEB 16 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

First choice with customers and re-  
tailers alike, the Toastmaster  
toaster. [From Electrical dealer,  
Apr. 1951, p. 39] Sheet.

© 2Apr51; KK61678.

MAY 23 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

First in the toaster polls. Clipping.

© 21Apr48; KK23605.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©**

**Fits where you want it to speed  
counter service. Toastmaster au-  
tomatic pop-up toasters. Adv. from  
Chain store age, Oct. 1952, p. 24.  
Appl. author: Frederick J. Wachter.  
© 60oct52; KK80258.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Fits where you want it, to speed  
counter service. Toastmaster auto-  
matic pop-up toasters. Adv. from  
Fountain and fast foods, Mar.  
1953, p. 67. Appl. author: Edward  
J. Grabow. © 27Feb53; KK83841.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

5 to 1. (Automatic toaster) Clip-  
ping. © 25Feb49; KK33862.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

For all the advantages of quantity  
cooking ... Toastmaster roll and  
food warmers. Sheet. © 23Aug49;  
KK43899.



KK 5033

McGraw electric co., Toastmaster  
products div., claimant.

For brighter breakfasts...year after  
year! (Automatic electric toasters)  
[New York, Printed by Electricity on the  
farm] c1946  
clipping.

Print.

Appl. author: Frederick J. Wachter.  
© 6-1-46; 2 c 7-26-46; Elgin, Ill.;

KK 5033.

cf 8-21-46



KK 6245

McGraw electric co., Toastmaster products  
div., claimant

... For happy breakfasts in 1966. (Auto-  
matic electric toasters) [New York, Printed  
by Brides house] cl946.  
clipping.

Print.

At head of title: Toastimonial ...

Appl. author: C. S. Lewis, jr.

① 8-20-46; 2 c 9-21-46; Elgin, Ill.;  
KK 6245.

mgo 11-13-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

For hospitals large or small, there's  
a Toastmaster toaster. Sheet.

© 2May49; KK38032.



KK 8014

McGraw electric company, Toastmaster  
products division, claimant

"For many of you .. it's a promise!"  
(Automatic electric toaster) [New York,  
Printed by Hearst magazines, inc.] c1946.  
clipping.

Print.

Appl. author: Charles S. Lewis, jr.

© 20Dec46; 2c 5Jan47; author, Elgin, Ill.  
KK 8014.

hq 2-8-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

For parties that almost give them-  
selves! Toastmaster. [From the  
Bride's magazine, Early Fall 1950,  
p. 178] (Automatic toaster and set)  
Sheet. (592A) © 14Aug50; KK54871.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

For profits that will please you,  
Toastmaster products. [From Chi-  
cago Restaurant Association buy-  
ers' edition guide, 1951, p. 35]  
(Toasters and waffle baker) Sheet.  
(615) © 27Dec50 (in notice: 1951);  
KK60591.

MAY 1 - 1951



VK12318

McGraw electric co. Toastraster products  
division, claimant.

For tasty toast without waste.

(Automatic pop-up toasters) [Chicago,

Printed by Modern hospital pub. co.]

cl947.

clipping.

Print.

Appl. author: Frederick S. Wachter.

© McGraw electric co., toastraster  
products division, Elgin, Ill.;

1 Apr 47; VK12318.

11 May 47 rs



McGraw electric co. Toastmaster products  
division, claimant.

For tasty toast without waste.  
(Automatic toaster) [Chicago, Printed by  
Domestic engineering co.] cl947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.  
© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 20Apr47;  
KK12264. elg 7-21-47



McGraw electric co. Toastmaster products  
division, claimant.

For tasty toast without waste.  
(Automatic toaster) [New York, Printed by  
Service publishing company] cl947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 10Apr47;  
RK 12442. elg 7-21-47



McGraw electric co. Toastmaster products  
division, claimant.

For tasty toast without waste. No  
current is wasted ... (Automatic toasters)  
[New York, Printed by Hearst magazines,  
inc.] c1947.  
clipping.

Print.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 10Jul47;  
KK14770.

13Aug47 rs



KK 9373

McGraw electric co., Toastmaster products  
div., claimant

For years of perfect toast! (Automatic  
electric toasters) [Chicago, Printed by  
Erwin Wasey & co.] cl946.  
clipping.

Print.

Appl. author: F. J. Wachter.

© 10-30-46; 2 c 11-8-46; Elgin, Ill.; KK 9373.

mgc 1-27-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Forum picks the Toastmaster toaster!  
Sheet. © 7Mar49; KK38029.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

4 ways to score more Mother's Day and  
bridal-gift sales! Toastmaster.  
(Automatic toaster and waffle iron)  
Sheet. © 23Mar50; KK50611.

JUL 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

From this day forward. Toastmaster  
automatic pop-up toaster. Sheet  
from the Bride's magazine, Autumn  
1951, p. 64. © 15Aug51; KK64762.

SEP 10 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Fully automatic for finer toast service. (Automatic toaster) Clipping. © 25Oct48; KK31663.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

Get closer to the point of service!  
(Automatic toaster) Clipping. ©

5Jan48; KK21499.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Get extra sales, extra profits with  
these two Toastmaster special of-  
fers. Folder. Appl. author:  
Frederick J. Wachter. © 15Jun52;  
KK80270.**



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

The gift that goes on giving. Toast-  
master automatic toaster. Card.  
Appl. author: Frederick J. Wach-  
ter. © 15Aug52; KK80271.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Give them a Toastmaster toaster and  
you'll rule the reception line!  
Sheet. © 27May49; KK38028.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Goodness you learn to take for grant-  
ed. Toastmaster. (Toaster) Sheet  
from McCall's, Oct. 1951, p. 84.  
© 21Sep51; KK68084.

DEC 14 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Gratitude guaranteed. Toastmaster.

[From Good housekeeping, May 1951,  
p. 143] (Toasters) Sheet.

© 21Apr51; KK62262.

JUN 15 1951



KK 3299

McGraw electric co., Toastmaster pro-  
ducts division, claimant.

A great new toaster, with a background!  
(Automatic electric toaster) [New York,  
Printed by Life] c1946.  
clipping.

Print.

Application author: C. S. Lewis, jr.  
© 4-29-46; 2c 5-18-46; Elgin, Ill.;

KK 3299.

cf 6-11-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Hackney's use eight Toastmaster roll  
and food warmers to help serve  
10,000 people per day! [From Food  
service news, Aug. 1950, p. 22-23].  
Sheets. (600) © 31Jul50; KK54860.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Hackney's use eight Toastmaster roll  
and food warmers to help serve  
10,000 people per day! [From Res-  
taurant dealer, Aug. 1950, p. 8-9]  
Sheets. (599) © 24 Jul 50; K54861.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Have time to enjoy your own parties

... Toastmaster Hospitality set.

(Toaster and trays) Sheet.

© 28Sep49; KK43853.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Helpful hints for sales people.

Toastmaster toaster. Pamphlet.

Appl. author: Frederick J. Wachter.

© 25Jun52; KK80272.



KK 2403

McGraw electric co. Toastmaster products division, claimant.

Here's beauty that's experience-deep. (Automatic electric toaster) [Springfield, O., Printed by Crowell-Collier pub. co.] c1946.

Clipping.

Print.

Application author: Charles S. Lewis, jr.

© 4-6-46; 2 c 4-6-46; Elgin, Ill.; KK 2403.

AFP 4-24-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Here's Toastmaster's powerful gift  
promotion! 30,498,085 advertising  
messages. [From Electrical mer-  
chandising, Nov. 1950, p. 85]  
Sheet. (616) © 30Oct50; KK56413.

DEC 26 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Here's what Toastmaster products  
do for you! (Automatic toaster,  
waffle baker etc.) Clipping.

© 25May48; KK28526.



MCGRAW ELECTRIC CO. Toastmaster  
Products Division, Elgin, Ill.  
High toast capacity, low toast-  
ing cost! (Automatic toaster)  
clipping. © 4Aug47; KK15586.



MCGRAW ELECTRIC CO. Toastmaster  
Products Division, Elgin, Ill.  
High toast capacity, low toast-  
ing cost! (Automatic toaster)  
Clipping. © 14Aug47; KK15588.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Hospital toast can be served hot,  
fresh, and delicious. Toastmaster.

[From the Modern hospital, July  
1950, p. 119] Shent. (598)

© 29 Jun 50; KK54859.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Hot food's ready any time. Roll and  
food warmers. From Food service,  
June 1953, p. 27. Appl. author:  
Frederick J. Wachter. © 1Jun53;  
KK88402.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Hot food's ready any time. Toast-  
master roll and food warmers keep  
foods hot and oven-fresh for hours.  
Adv. from Hotel management, Feb.  
1953, p. 18. Appl. author: Edward  
J. Grabow. © 10Feb53; KK82962.**



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Hot food's ready any time. Toast-  
master roll and food warmers keep  
foods hot and oven-fresh for hours.  
Adv. from Restaurant equipment  
dealer, Mar. 1953, p. 20. Appl.  
author: Edward J. Grabow.  
© 25Feb53; KK83843.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Hot rolls make warm friends. Toast-  
master roll and food warmers. Adv.  
from Institutions magazine, Dec.  
1952, p. 98. Appl. author: Fred-  
erick J. Wachter. © 1Dec52;  
KK82956.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Hot rolls make warm friends. Toast-  
master roll and food warmers.

Sheet from Hotel management, Aug.  
1951, p. 26. © 10Aug51; KK64765.

SEP 10 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

How to be the best man. Toastmaster.  
(Electrical appliances) Folder.  
(D12-0) © 10Apr50; KK53157.

OCT 2 - 1950



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

How to get a lifetime of pleasure  
from your new Toastmaster super de  
luxe toaster. Pamphlet. Appl.  
author: W. E. O'Brien. © 15Jan53;  
KK82417.



KK 8654

McGraw electric company. Toastmaster products,  
claimant.

How to increase table turnover with a Toastmaster  
roll and food warmer! ... (Automatic electric  
toaster) [Chicago, Printed by Patterson publishing  
company] c1947.

clipping.

Print.

Appl. author: Frederick J. Wachter.

(C) 15Jan47; author, Elgin, Ill.; KK 8654.

elg 3-7-47



KK 9454

McGraw electric company, Toastmaster  
products division, claimant

How to prevent cooked food shrinkage with  
a Toastmaster roll and food warmer! [and]  
The best toast that's always the cheapest!  
(Roll and food warmer and automatic electric  
toaster). [ Chicago, Printed by Erwin, Wasey  
& co., ltd.] cl946.

clipping. (Ad no. 375)

Print.

Appl. author: F. J. Wachter.

over



© 11-1-46; 2 © 11-20-46; Elgin, Ill.;  
KK 9454.

mge 1-14-47



KK 9453

McGraw electric company, Toast master  
products division, claimant.

How to prevent cooked-food shrinkage  
with a Toastmaster roll and food warmer  
[and] The toast that increasew your sales  
checks! (Roll and food warmer and  
automatic electric toaster) [Chicago,  
Printed by Erwin, Wasey & co., ltd.]  
c1946.

clipping. (Ad no. 374)

Print.

Appl. author : F. J. Wachter.

over



© 11-1-46; 2 c 11-20-46; Elgin, Ill.;  
KK 9453.

zcr 2-3-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

How to sell Toastmaster toasters.

30 p. © 20Jan50; KK53163.

OCT 2 - 1950



KK 8653

McGraw electric company. Toastmaster products  
division, claimant.

How to shorten serving time with a Toastmaster  
roll and food warmer! ... (Automatic electric  
toaster) [Baltimore, Printed by American dietetic  
association] c1947.

clipping.

Print.

Appl. author: Frederick J. Wachter,  
© 15Jan47; author, Elgin, Ill., KK 8653.

elg 3-7-47



KK 8011

McGraw electric company, Toastmaster  
products division, claimant

"I wished and I won!" (Automatic electric  
toaster) [New York, Printed by Bride's  
house, inc.] cl946.  
clipping.

Print.

Appl. author: Charles S. Lewis, jr.

© 1Dec46; 2c 5Jan47; author, Elgin, Ill.;

KK 8011.

hq 2-8-47



KK 9209

McGraw electric company, Toastmaster  
products division, claimant.

"I wished and I won!" (Automatic  
electric toasters) [New York, Printed by  
Hearst magazines, inc.] c1946.  
clipping.

Print.

Appl. author: C. S. Lewis, jr.

© 10-20-46; 2 c 10-27-46; Elgin, Ill.;

KK 9209.

dac 1-22-47



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Installation and operating instructions  
for the Toastmaster bun  
toaster. Model 1D2-B. Folder.

Appl. author: J. D. Elgin.

© 30oct52; KK78785.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Introducing the most distinctly different toaster in the world, the sensational new Toastmaster super de luxe toaster. Adv. from Housewares review, Feb. 1953, p. 6-7. Appl. author: Edward J. Grabow.**

**© 25Jan53; KK82952.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

It bears the name you know. (Auto-  
matic toaster) Clipping.

© 10Mar48; KK22265.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**It makes perfect toast for so many  
years. More people give Toastmaster  
toasters than any other kind. Adv.  
from Country gentleman, Dec. 1952,  
p. 74. Appl. author: Frederick J.  
Wachter. © 26Nov52; KK82958.**



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

It makes perfect toast for so many  
years; more people own Toastmaster  
toasters than any other kind. Adv.  
from the Saturday evening post,  
Sept. 20, 1952, p. 152. Appl. au-  
thor: Frederick J. Wachter.  
© 17Sep52; KK80255.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

It makes perfect toast for so many  
years; more people own Toastmaster  
toasters than any other kind. Adv.  
McCall's, Nov. 1952, p. 56. Appl.  
author: Frederick J. Wachter.  
© 22Oct52; KK80269.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©

It makes perfect toast for so many  
years; more people own Toastmaster  
toasters than any other kind. Adv.  
from the Saturday evening post,  
Nov. 15, 1952, p. 125. Appl. au-  
thor: Frederick J. Wachter.

© 12Nov52; KK80253.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

It means a lot - that Toastmaster  
"touch." The dependable "touch."  
(Automatic electric toaster)  
Sheet. © 29Aug49; KK40860.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

It pays to put the Toastmaster  
toaster ... Sheet from the Modern  
hospital, July 1951, p. 117.

© 2Jul51; KK63622.

AUG 1 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

It pays to put the Toastmaster  
toaster in floor diet kitchens.  
Adv. from Journal of American die-  
tetic association, Aug. 1952. p.  
695. Appl. author: Frederick J.  
Wachter. © 10Aug52; KK77269.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

It pays to tell the waffle-profit  
story. Toastmaster automatic  
waffle baker. Sheet. © 21Oct49;  
KK43861.



McGraw electric co. Toastmaster products  
division, claimant.

It thinks for itself. (Automatic  
toasters) [Chicago, Printed by Domestic  
engineering co.] cl947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 16May47;  
KK13706.

elg 7-11-47



McGraw electric co. Toastmaster products  
division, claimant.

It thinks for itself! Here's the  
toaster ... (Automatic toasters) [New  
York, Printed by Service pub. corp.] c1947  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 10<sup>May</sup>47;  
KK13705. elg 7-11-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

It's completely automatic to save you  
money! (Automatic toaster) Clip-  
ping. © 4Nov48; KK31665.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

It's easy to be a grand hostess ...

Toastmaster Hospitality set.

(Toaster and trays) Sheet.

© 12Sep49; KK43851.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

It's never too late. Any time's a  
fine time. The Toastmaster toaster  
is always ready with toast that's  
fresh, crisp ... Adv. from the  
Saturday evening post, Mar. 15,  
1952, p. 152. Appl. author: Fred-  
erick J. Wachter. © 12Mar52;  
KK73242.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

✓ It's worth looking twice for that  
Toastmaster "touch". (Toaster)  
Sheet. © 27Feb50; KK47679.

APR 18 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

Jiminy! Everybody wants the new one.

(Automatic toaster) Sheet. ©

3Dec47; KK20050.



MCGRAW ELECTRIC CO. Toastmaster  
Products Division, Elgin, Ill.  
Keeps foods hot and oven-fresh  
for hours! (Automatic  
toaster) Clipping. © 14Aug47;  
KK15589.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division.

Keeps foods hot and oven-fresh for  
hours. (Automatic toaster) Sheet.

© 16Dec47; KK20349.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours! (Automatic toaster)

Sheet. © 5Mar48; KK22266.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours! (Automatic toaster, roll  
and food warmer) Clipping.

© 20Nov48; KK31662.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours: -and speeds your service,  
too! [From Institution magazine,  
July 1950, p. 40] (Roll and food  
warmer). Sheet. (597) © 3Jul50;  
KK54858.

NOV 10 1950



MCGRAW ELECTRICAL COMPANY, Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours! -in large and small hospi-  
tals alike! Toastmaster. [From the  
Modern hospital, Sept. 1950, p. 115]  
Sheet. (605) © 31Aug50; KK54866.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps food hot and oven-fresh for  
hours, in large and small hospitals  
alike. Toastmaster roll and food  
warmers. Sheet from Modern hospi-  
tals, Sept. 1951, p. 115. © 1Sep51;  
KK66382.

OCT 29 1951



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Keeps foods hot and oven-fresh for  
hours. Makes toast a best-seller.  
Feature waffles for steady top  
profit. From Food service, May  
1953, p. 4-5. Appl. author: Ed-  
ward J. Grabow. © 1May53; KK86971.**



MCGRAW ELECTRIC COMPANY.

Toastmaster Products Division (M).

Keeps foods hot and oven-fresh for  
hours! (Roll and food warmers)

Clipping. © 1Aug48; KK28531.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours! (Roll and food warmers)  
Clipping. © 31Jan49; KK33861.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Keeps foods hot and oven-fresh for  
hours. Roll and food warmers.**

**Toasters and waffle bakers.**

**From Restaurant equipment dealer,**

**June 1953, p. 6-7. Appl. author:**

**Frederick J. Wachter. © 25 May 53;**

**KK88408.**



**MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.**

**Keeps foods hot and oven-fresh for  
hours! and cuts your operating  
costs! (Roll and food warmer)  
Sheet. © 5May49; KK38033.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours! Cuts hospital costs, speeds  
service. (Roll and food warmer)  
Sheet. © 8Mar49; KK38034.



**MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.**

✓ **Keeps foods hot and oven-fresh for  
hours! Speeds hospital meals, cuts  
food costs! ✓ (Roll and food warmers)  
Sheet. © 27Feb50; KK47675.**

APR 1 8 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours! Think what that means to  
your customers! (Roll & food  
warmer) Clipping. © 27Aug48;  
KK30134.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh  
for hours. Toastmaster roll and  
food warmers. [From Institutions  
magazine, Apr. 1951, p. 120]  
Sheet. © 2Apr51; KK61674.

MAY 23 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Keeps foods hot and oven-fresh for  
hours! Your customers can hold  
cooked foods for hours ... (Roll  
and food warmers) Sheet.

© 28Apr49; KK40873.



KK13704

McGraw electric co. Toastmaster products  
division, claimant.

Keeps your foods at perfection. (Auto-  
matic toaster) [Chicago, Printed by  
Modern hospital pub. co.] c1947.

clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 1May47;  
KK13704. 30Jun47 rs



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Large hospital or small - there's a  
Toastmaster toaster for every need!  
Sheet. © 28Apr50; KK50613.

JUL 1 0 1950



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Lasting answer to the burning  
question. Toastmaster automatic  
pop-up toaster. Adv. from Saturday  
evening post, Dec. 8, 1951, p. 155.  
Appl. author: Frederick J. Wachter.  
© 5Dec51; KK69769.**

FEB 20 1952



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Let these free Toastmaster toaster  
mats do a big selling job for you.  
Famous Toastmaster automatic toaster.  
Folder. Appl. author: Frederick J. Wachter. © 15Jun52;  
KK80252.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Light of your retailing life. Toast-  
master. (Toaster) Sheet from E-  
lectrical merchandising, Nov. 1951,  
p. 19. © 1Nov51; KK68082.

DEC 14 1951



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Lighting your way to toaster profits.**

**In almost every kind of merchandise you carry there's usually one standout ... Toastmaster automatic pop-up toaster. Adv. from Housewares review, Mar. 1952, p. 21.**

**Appl. author: Frederick J. Wachter.  
© 25Feb52; KK71627.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The long and short of it. Toastmaster  
toasters. [From Electrical dealer,  
Mar. 1951, p. 31] Sheet. (628)  
© 1Mar51; KK60598.

MAY 1 - 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Look for the name Toastmaster. (Automatic toaster) Clipping.

© 5Jan49; KK33858.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Look for the Toastmaster name. Your  
gift of the new "Toastmaster"  
toaster says Merry Christmas.  
(Automatic toaster) Clipping.

© 20Nov48; KK31667.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Look for the Toastmaster name on your  
toaster ... others will! (Automat-  
ic toaster) Clipping. © 20Oct48;  
KK31661.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Company ©.

Look for the Toastmaster name on your  
toaster..others will! Folks usually  
take a second look. Clipping.

© 25Aug48; KK30139.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Look for the Toastmaster name on your  
toaster..others will! Including our  
dealers! Clipping. © 3Sep48;  
KK30137.



MC GRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Look what that means to our dealers!  
(Automatic toaster) Clipping.

© 30oct48; KK31666.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Low-cost operation saves you real  
money! (Automatic toaster) Sheet.

© 4Mar49; KK38035.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Lowest prices in years during Toast-  
master's liberal trade-in offer.

Get up to \$30 for your old toaster;  
up to \$15 for your old waffle baker.

Adv. from Restaurant management,

Apr. 1952, p. 6-7. Appl. author:

Frederick J. Wachter. © 5Apr52;

KK73248.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Lowest prices in years during Toast-  
master's liberal trade-in offer.  
(Toaster, waffle baker) Adv. from  
Restaurant equipment dealer, May  
1952, p. 4-5. Appl. author:  
Frederick J. Wachter. © 25Apr52;  
KK74387.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Lowest prices in years during Toast-  
master's liberal trade-in offer.

(Toasters) Adv. from the Modern  
hospital, May 1952, p. 115. Appl.  
author: Frederick J. Wachter.

© 1May52; KK74388.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Make this spring your best for bridal  
gift sales. Toastmaster toasters.  
Folder. Appl. author: Frederick J.  
Wachter. © 21Apr52; KK75620.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Makes all these sandwiches taste  
better, sell better. Automatic bun  
toasters. From Institutions, July  
1953, p. 123. Appl. author: Fred-  
erick J. Wachter. © 1Jul53;  
KK88409.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Makes every slice perfect - every  
time! Toastmaster. (Toaster, roll  
warmer, waffle baker) Sheets.

© 3May50; KK50614.

JUL 10 1950



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Makes every slice perfect every time.**

When you use the dependable Toast-  
master toaster, you enjoy all the  
savings that perfect toast can  
bring. Adv. from Fountain & fast  
food service, Feb. 1952, p. 29.

Appl. author: Frederick J. Wachter.

© 30Jan52; KK73241.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Makes perfect toast every time. Toast-  
master toasters. Sheet from Restau-  
rant management, July 1951, p. 15.

© 6Jul51; KK63840.

AUG 1 0 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Makes perfect toast every time! You  
get all the profits that perfect  
toast can bring ... (Automatic  
toaster) Sheet. © 13May49;  
KK40872.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Makes perfect toast every time! You  
give your customers extra toast  
profits ... (Automatic toaster)  
Sheet. © 29Apr49; KK40875.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Meet the newest member of the Toast-  
master family. Introducing a bright  
new sales star. New Toastmaster  
Toast'n Jam set. (Toasting set)  
Folder. (D14-0) © 17 Jun 50;  
KK51708.

APR 3 7 1950



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Mirror of America, a. m. It may be an  
on-the-fly breakfast for the man  
of the house. But it's satisfying  
nonetheless, for Toastmaster toast  
is crisp, golden-brown ... Adv. from  
the Saturday evening post, Apr. 19,  
1952, p. 200. Appl. author: Fred-  
erick J. Wachter. © 16Apr52;  
KK73243.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Mirror of America at mealtime. Toast-  
master. [From Good housekeeping,  
Apr. 1951, p. 189] (Toasters)  
Sheet. © 21Mar51; KK62264.

JUN 15 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Mobile Toastmaster roll & food warmers deliver oven-fresh foods to Faulkner Hospital patients. Adv. from Restaurant equipment dealer, Oct. 1952, pp. 14-15. Appl. author: Frederick J. Wachter.

© 25Sep52; KK80261.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Mobile Toastmaster roll & food warmers  
deliver oven-fresh foods to Faulkner  
Hospital patients. Adv. from the  
Modern hospital, Apr. 1952, p. 116-  
117. Appl. author: Frederick J.  
Wachter. © 1Apr52; KK73246.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

More profit through less waste with  
Toastmaster products! (Automatic  
toaster) © 25oct47; KK18906.



**MCGRAW ELECTRIC COMPANY, TOASTMASTER  
PRODUCTS DIVISION ©.**

**The most distinctly different toaster  
in the world. The sensational new  
Toastmaster super de luxe toaster.  
Sheet. Appl. author: Frederick  
J. Wachter. © 2Jan53; KK83849.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The name folks know. (Automatic  
toaster) Clipping. © 9Jul48;  
KK28527.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The name folks look for. (Automatic  
toaster) Sheet. © 7May48;  
KK25021.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The name that always pops up with  
a sale! (Automatic toaster)

Sheet. © 22Mar48; KK22264.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION.**

**New lineup under proved leadership.  
Toastmaster, Tropic-Aire, Everhot,  
Manning-Bowman. (Electrical appli-  
ances) Adv. from Housewares review,  
Oct. 1952, p. 6-7. Appl. author:  
Frederick J. Wachter. © McGraw  
Electric Co.; 25Sep52; KK82950.**



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©

New lineup under Toastmaster automatic  
pop-up toaster; Tropic-Aire auto-  
matic electric blanket. Adv. from  
Electrical merchandising, Oct. 1952,  
pp. 128-129. Appl. author: Freder-  
ick J. Wachter. © 10oct52; KK80254.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

New point-of-service Toastmaster roll  
and food warmer! [From Food ser-  
vice news, June 1950] Sheets.  
© 29May50; KK50617.

JUL 1 0 1950



MCGRAW ELECTRIC COMPANY, Toastmaster  
Products Division ©.

New point-of-service Toastmaster roll  
and food warmer! [From Chain store  
age, Sept. 1950, p. 26] Sheet.  
(601) © 31Aug50; KK54862.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

New point-of-service Toastmaster roll  
and food warmer! [From Restaurant  
equipment dealer, June 1950]  
Sheets. © 23May50; KK50622.

JUL 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

New toaster, new features, new sell!  
Sheet. © 15Jan48; KK21498.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The new Toastmaster Hospitality set.  
(Electrical appliances) Folder.  
(D10-0) © 16Mar50; KK53155.

OCT 2 - 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

The new Toastmaster hospitality set  
makes a hit! It's a "natural" as a  
gift item! (Automatic electric  
toaster) Sheet. © 29 Jul 49;  
KK40862.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

New Toastmaster super deluxe toaster.

Power-action takes the bread right  
out of your fingers. Folder.

Appl. author: Frederick J. Wachter.

© 10Apr53; KK85605.



MCGRAW ELECTRIC CO., Toastmaster  
Products Division, Elgin, Ill.

A new Toastmaster Toaster is  
here. (Automatic toaster)

© 24Sep47; KK17237.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

The new Toastmaster waffle service.

The gift item combination of many  
uses. Sheet. (DZ50) © 20Jan50;  
KK51704.

APR 17 1950



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Newest, most modern toaster there is.  
From House & garden, July 1953,  
p. 113. Appl. author: Frederick J.  
Wachter. © 18Jun53; KK88407.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

No more waffle sticking! (Automatic  
waffle baker) Clipping. © 28Sep48;  
KK30131.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

No more waffle sticking! (Automatic  
waffle baker) Sheet. © 10May48;  
KK25020.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

No waffle sticking means more waffle  
profit! (Automatic waffle baker)  
Sheet. © 27May49; KK40864.



MCGRAW ELECTRIC CO., Toastmaster  
Products Division, Elgin, Ill.

Note to Toastmaster retailers.

(Automatic toaster) © 22Sep47;

KK17242.



MCGRAW ELECTRIC CO., Toastmaster  
Products Division, Elgin, Ill.  
Note to Toastmaster wholesalers.  
(Automatic toaster) © 20Sep47;  
KK17241.



MCGRAW ELECTRIC CO. Toastmaster  
Products Division, Elgin, Ill.  
Now! A new Toastmaster toaster.  
- Clipping. © 8Aug47; KK15587.



MCGRAW ELECTRIC CO. Toastmaster  
Products Division, Elgin, Ill.  
Now! A new Toastmaster toaster.  
- Clipping. © 18Sep47; KK16254.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division.

Now available! Toastmaster waffle  
bakers! Sheet. © 16Dec47; KK20049.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Now that hinting time is here. (Auto-  
matic toaster) Clipping. © 15Nov48;  
KK30130.



KK 5758

McGraw electric co., Toastmaster products  
division, claimant

Now Toastmaster is making more toasters  
than ever! (Automatic electric toasters)  
[Orange, Conn., Printed by Chain store age]  
c1946.

clipping.

Print.

Appl. author: Frederick J. Wachter.

© 7-30-46; 2 c 8-29-46; Elgin, Ill.;

KK 5758.

mge 11-7-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Now waffles can't stick. (Automatic  
waffle baker) Clipping. © 17Sep48;  
KK30136.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The one to take has the Toastmaster  
"touch". (Automatic toaster)  
Sheet. © 10Apr50; KK50606.

JUL 1 0 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Only one has that Toastmaster "touch."  
The popular "touch." (Automatic e-  
lectric toaster) Sheet. © 18Aug49;  
KK40858.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Only Toastmaster gives you the sav-  
ings of the Add-a-unit plan. Toast-  
master automatic pop-up toasters.  
Sheet from Institutions magazine,  
Aug. 1951, p. 94. © 3Aug51;  
KK64761.

SEP 10 1951



KK 8008

McGraw electric company, Toastmaster  
products division, claimant

The outlook is quite encouraging,  
according to Santa Claus ... (Automatic  
electric toaster) [Chicago, Printed by  
Time, inc.] c1946.

clipping.

Print.

Appl. author: Charles S. Lewis, Jr.

© 1Dec46; 2c 5Jan47; author; Elgin, Ill.  
KK 8008. hq 2-8-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Perfect toast adds value to your  
plate! Sheet. © 19Feb48; KK21500.



McGraw electric co., Toastmaster products  
division, claimant.

Perfect toast every time! (Automatic  
toaster) [New York, Printed by Lebhar  
Friedman publications, inc.] c1947.  
clipping.

Print.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 7Jul47;  
KK14768.

13Aug47 re



McGraw electric co. Toastmaster products  
division, claimant.

Perfect toast every time! (Automatic  
toaster) [St. Louis, Printed by Commerce  
pub. co.] c1947.

clipping.

Print.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 2Jul47;  
BK14767.

15Aug47 rs



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

\*Perfect toast gives you more menu  
variety - more profits! ✓ (Auto-  
matic pop-up toaster) Sheet.

© 1Sep49; KK45481.

FEB 1 0 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Permits cooking ahead ... for later  
serving! (Roll and food warmer)  
Clipping. © 25Nov48; KK31668.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Permits cooking ahead in quantity.

Toastmaster roll and food warmers.

Sheet. © 1Sep49; KK43863.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Permits faster service too! (Roll  
and food warmer) Sheet.

© 16Mar49; KK38024.



KK 499

McGraw electric co., Toastmaster products  
division, claimant.

Plan on a Toastmaster toaster for  
golden-brown uniformity in every slice!  
(Automatic electric toasters, commercial)  
[Chicago, Printed by Modern hospital]  
c1945.

clipping.

Print.

Application author: F. J. Wachter.

© 11-28-45; 2 c 1-10-46; Elgin, Ill.;  
KK 499.

mgc 4-2-46



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Plenty of toasting capacity and  
every slice perfect. Automatic  
pop-up toasters. From Modern  
hospital, June 1953, p. 121.  
Appl. author: Frederick J.  
Wachter. © 1Jun53; KK88405.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Plenty of toasting capacity and every  
slice perfect. Toastmaster auto-  
matic pop-up toasters. Adv. from  
Food service news, Oct. 1952, p. 3.  
Appl. author: Frederick J. Wachter.  
© 10ct52; KK80260.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Plenty of toasting capacity, and  
every slice perfect. Toastmaster  
automatic pop-up toasters. Adv.  
from Restaurant equipment dealer,  
Jan. 1953, p. 1-2. Appl. author:  
Edward J. Grabow. © 25Dec52;  
KK83845.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Powerful leadership makes all these  
gifts favorites pay. Toastmaster  
automatic pop-up toaster; Everhot  
deluxe roaster oven; Manning-Bow-  
man automatic combination grill;  
Tropic-aire automatic electric  
blanket. Adv. from Retailing  
daily, Nov. 20, 1952, p. 37.  
Appl. author: Frederick J. Wach-  
ter. © 20Nov52; KK80266.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Profitable way to speed counter service. Toastmaster roll and food warmers. Adv. from Fountain and fast food, Jan. 1953, p. 22.**

**Appl. author: Edward J. Grabow.**

**© 30Dec52; KK82961.**



McGraw Electric Company. Toastmaster Products  
Division.

Proud possession. C2333. SEE Handy (Jam)  
Organization, inc.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Proud possession [by] Jam Handy Or-  
ganization. 35 mm. film strip.

© 1c 28May48; JU4640.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Quality is its own toastimonial.

Toastmaster. [From Ladies' home  
journal, Oct. 1950, p. 264] Sheet.

© 28sep50; KK54870.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Ring up more bridal gift sales with  
these free Toastmaster mats! Ad no.  
64-70. (Electrical appliances)  
Folder. (D11-0) © 26Apr50;  
KK53156.

OCT 2 - 1950



MCGRAW ELECTRIC COMPANY. TOAST-  
MASTER PRODUCTS DIVISION ©.

Ring up more profit. Toastmaster  
products. (Electric appliances)  
Folder. Appl. author: J. D. Elgin.  
© 4Sep52; KK77019.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Ring up more profit. Toastmaster  
roll and food warmers speed service  
and cut labor costs. Adv. from  
Institutions, Apr. 1952, p. 125.  
Appl. author: Frederick J. Wachter.  
© 5Apr52; KK73245.**



McGraw-electric company. Toastmaster pro-  
ducts division.

Ringed with thoughts of you. (Auto-  
matic toaster) [Philadelphia, Printed  
by Curtis publishing co.] c1947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster pro-  
ducts div., Elgin, Ill.; 21May47;  
KK13301. vf 25Jun47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Rosy prospect for Toastmaster dealers!  
(Automatic toaster) Clipping.

© 30Dec48 (in notice: 1949);  
KK33857.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

St. Luke's makes 1100 slices of toast  
at breakfast. [From the Modern  
hospital, Nov. 1950, p. 115]  
(Toaster) Sheet. (606) © 300ct50;  
KK56414.

DEC 26 1950



McGraw electric co. Toastmaster products  
division, claimant.

Save time..save labor..with Toastmaster  
products. (Automatic toaster) (Chicago,  
Printed by Modern hospital pub. co., inc.)  
c1947.

clipping.

Print.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 8Jul47;  
KK14769.

13Aug47 rs



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

See how Toastmaster's Add-a-Unit plan  
gives your customers more for their  
toaster money. Adv. from Restaurant  
equipment dealer, July 1952, p. 2.  
Appl. author: Frederick J. Wachter.  
© 25Jun52; KK77404.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**See how Toastmaster's Add-a-unit plan  
gives your hospital more for the  
money. Toastmaster automatic pop-  
up toasters. Adv. from Modern  
hospital, Sept. 1952, p. 115. Appl.  
author: Frederick J. Wachter.  
© 1Sep52; KK80264.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Sell your customers on waffle profits!  
(Automatic waffle baker)  
Sheet. © 28 Jul 49; KK40863.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Serve every slice of toast hot and  
delicious. Toastmaster. [From  
Journal of the American Dietetic  
Association, Feb. 1951, p. 81]  
(Toasters) Sheet. © 9Feb51;  
KK60595.

MAY 1 - 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Serve good food faster with Toastmas-  
ter products! (Automatic toaster)

Sheet. © 23Jan48; KK21501.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Serve hot, fresh toast from the  
Toastmaster toaster in your floor  
diet kitchens. More and more hos-  
pitals are supplementing their main  
kitchen toasters with Toastmaster  
toasters ... Adv. from Modern hos-  
pital, June 1952, p. 117. Appl.  
author: Frederick J. Wachter.  
© 1Jun52; KK75621.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Serve smartly - yet enjoy yourself  
with this hospitality set! Toast-  
master. (Automatic waffle iron and  
toaster) Sheet. © 27Apr50;  
KK50607.

JUL 10 1950



MCGRAW ELECTRIC COMPANY, Toastmaster  
Products Division ©.

A service to all Toastmaster dealers.

[From Electrical dealer, Jan. 1951,  
p. 13] (Toasters) Sheet. (621)

© 29Dec50 (in notice: 1951);

KK58219.

FEB 16 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

75,000 waffles a year ... Toast-  
master automatic waffle baker.  
Sheet. © 30Sep49; KK43858.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

"Siltect" ends the waste of waffle  
sticking! (Automatic waffle baker)  
Clipping. © 1Feb49; KK33860.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

"Siltect" stops waffle sticking! Now  
you can make crisp, golden-brown  
waffles. (Automatic waffle baker)  
Clipping. © 5Jan49; KK33856.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

"Siltect" stops waffle sticking! Now  
your customers can make crisp,  
golden-brown waffles. (Automatic  
waffle baker) Clipping. © 25Jan49;  
KK33859.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

69 Toastmaster toasters aboard the  
new S. S. United States assure  
piping-hot service of perfect  
toast. Adv. from Food service  
news, July 1952, p. 6-7. Appl.  
author: Frederick J. Wachter.  
© 1Jul52; KK76201.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**69 Toastmaster toasters aboard the  
new S.S. United States assure  
piping-hot service of perfect  
toast. Adv. from Restaurant equip-  
ment dealer, Aug. 1952, p. 10 & 11.  
Appl. author: Frederick J. Wachter.  
© 25Jul52; KK77271.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Snack-time favorite of the whole family. Toastmaster Toast 'n Jam set.  
For parties that almost give themselves. (Toasting set) Sheet.  
(D16-0) © 23Jun50; KK51707.

2000 1 7 1960



KK 3300

McGraw electric co., Toastmaster pro-  
ducts division, claimant  
Something old, something new. (Auto-  
matic electric toaster) [New York,  
Printed by Brides magazine] c1946.  
clipping.

Print.

Application author: Chas. S. Lewis, jr  
© 5-15-46; 2 c 5-18-46; Elgin, Ill.;

KK 3300.

cf 6-11-46



KK 3303

McGraw electric co., Toastmaster products  
division, claimant

Something old, something new. (Automatic electric toaster) [Philadelphia, Printed by Saturday evening post] c1946.  
clipping.

Print.

Application author: C. S. Lewis, jr.

© 5-18-46; 2 c 5-18-46; Elgin, Ill.;

KK 3303.

cf 6-11-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Specially cooked foods are kept constant in weight, color and flavor.  
Toastmaster roll and food warmers.

[From the Modern hospital, Mar.  
1951, p. 117] Sheet. (629)

© 1Mar51; KK60593.

MAY 1 - 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Speed, 250 slices per hour. Savings,  
it watches itself. From Restau-  
rant equipment dealer, May 1953,  
p. 5. Appl. author: Edward J.  
Grabow. © 25Apr53; KK86970.



MOGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©

Speed -- 250 slices per hour; savings -- it watches itself. Toastmaster automatic pop-up toaster.

[Chef] Adv. from American restaurant, Feb. 1953, p. 98. Appl. author: Edward J. Grabow. © 10Feb53; KK83848.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Speed -- 250 slices per hour; sav-  
ings -- it watches itself. Toast-  
master automatic pop-up toasters.  
[Waitress] Adv. from Modern hos-  
pital, Jan. 1953, p. 115. Appl.  
author: Edward J. Grabow. © 1Jan53;  
KK83847.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Speeds perfect toast that builds  
counter business. Automatic pop-  
up toasters. From Hotel manage-  
ment, June 1953, p. 105. Appl.  
author: Frederick J. Wachter.  
© 10Jun53; KK88403.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Speeds your toast service! (Automat-  
ic toaster) Clipping. © 16Dec47;

KK20051.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Speeds your toast service! (Automat-  
ic toaster) Clipping. © 5Dec47;

KK20052.



KK 6235

McGraw electric co., Toastmaster products  
div., claimant

The strange case of the vanishing toasters.  
(Automatic electric toasters) [New York,  
Printed by Electrical merchandising] c1946.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© 9-10-46; 2 c 9-21-46; Elgin, Ill.;

KK 6235.

mgc 11-12-46



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION.**

**Strong leadership guides these  
sales-winners ... as independent  
brands, Toastmaster, Tropic-Aire,  
Everhot and Manning-Bowman have  
all sold well for years. (Elec-  
trical appliances) Adv. from Re-  
tailing daily, Dec. 4, 1952, p.  
31. Appl. author: Edward J. Gra-  
bow. © McGraw Electric Co.;  
4Dec52; KK82949.**



MCCRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Table talk in the trade. Toastmaster  
automatic pop-up toaster. Sheet  
from Electrical merchandising, Aug.  
1951, p. 25. © 2Aug51; KK64766.

SEP 10 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Tested leadership guides this all-  
star team. Toaster automatic pop-  
up toaster; Manning-Bowman automat-  
ic grill; Tropic-aire automatic  
electric blanket; Everhot electric  
rangerette. Adv. from Retailing  
daily, Oct. 9, 1952, p. 39. Appl.  
author: Frederick J. Wachter.  
© 9oct52; KK80265.



KK 6211

McGraw electric co. Toastmaster products div., claimant.

Tasty toast.. for years! Yes, the "Toastmaster" toaster is dependable ... (Automatic electric toaster) [Philadelphia, Printed by Curtis pub. co.]c1946. clipping.

Print.

Appl. author: C. S. Lewis, jr.

© 8-28-46; 2 c 9-19-46; Elgin, Ill.;

KK 6211.

zer 11-19-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division C.

Teatime or any time, folks notice the  
new "Toastmaster" toaster. Clip-  
ping. C 30Sep48; KK30133.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

There's a Toastmaster toaster to fit  
every hospital need! (Automatic  
toaster) Clipping. © 7Jan49;  
KK33853.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

There's 69 o/o to 79 o/o gross profit  
for you in waffles! Toastmaster.

[From Institutions magazine, Aug.  
1950, p. 97] Sheet. (602)

© 3Aug50; KK54863.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

They sent the Toastmaster toaster.

Adv. from the Saturday evening  
post, May 10, 1952, p. 149. Appl.  
author: Frederick J. Wachter.

© 6May52; KK82957.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

This fall - it's the Toastmaster  
"family of five". [From Electrical  
dealer, Sept. 1950, p. 85] (Toaster,  
waffle maker, toaster sets)  
Sheet. (613-A) © 31Aug50; KK54872.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

This folder contains free Toastmaster  
toaster mats to help you bring in  
customers. Folder. Appl. author:  
Frederick J. Wachter. © May 53;  
KK85606.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©

3 fine lines each with special sales appeal. Toastmaster automatic pop-up toaster; Manning-Bowman automatic combination grill; Everhot deluxe automatic roasterette. Adv. from Retailing daily, June 12, 1952, p. 47. Appl. author: Frederick J. Wachter. © 12Jun52; KK80268.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**3 fine names under one leadership.  
Everhot and Manning-Bowman, long  
fine appliance names in their own  
right, now join with Toastmaster as  
members of the McGraw Electric  
Company family. (Electric appli-  
ances) Adv. from Electrical  
merchandising, Jan. 1952, p. 46-47.  
Appl. author: Frederick J. Wachter.  
© 1Jan52; KK71630.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Three happy thoughts to lead your  
hint parade. Manning-Bowman auto-  
matic combination grill; Toastmas-  
ter automatic toaster; Tropic-aire  
automatic electric blanket. Adv.  
from Modern bride, Fall 1952, p.  
80. Appl. author: Frederick J.  
Wachter. © 4Jul52; KK80256.**



McGraw electric co., Toastmaster products division,  
claimant.

To ring the toast bell. (Toastmaster automatic  
pop-up toasters) [Philadelphia, Printed by  
Curtis pub. co.] cl947.  
clipping.

Print.

Appl. author: Charles S. Lewis.

© Toastmaster products division, McGraw  
electric co., Elgin, Ill.; 12Mar47; KK11187.

elg 4-8-47



KK 3731

McGraw electric co. Toastmaster products  
division, claimant.

Toast..just as you like it..for a  
long, long time! (Automatic electric  
toaster) [New York, Printed by Case-  
Shepperd-Mann pub. corp.] cl946.  
clipping.

Print.

Appl. author: F. J. Wachter.

© 5-20-46; 2 c 5-30-46; Elgin, Ill.;

KK 3731.

cf 6-19-46



KK 9074

McGraw electric company, Toastmaster  
products division, claimant

The toast that adds profit to every plate!  
(Automatic electric toasters) [New York,  
Printed by Lebhar-Friedman publications, inc.]  
©1946.

clipping.

Print.

Appl. author: F. J. Wachter.

© 9-30-46; 2 © 10-22-46; Elgin, Ill.;  
KK 9074.

mge 1-2-47



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Toast merchandiser that builds counter traffic. Toastmaster automatic pop-up toasters. Adv. from Fountain & fast food, Dec. 1952, p. 16. Appl. author: Edward J. Grabow.  
© 30Nov52; KK82960.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toast more than 16 slices per minute.  
Toastmaster. [From College & uni-  
versity business, Nov. 1950, p. 61]  
Sheet. (614) © 8Nov50; KK58213.

FEB 16 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toast'n jam-boree. Toastmaster Toast  
'n Jam set. [From Saturday evening  
post, Sept. 23, 1950, p. 109]  
Sheet. © 20Sep50; KK54869.

NOV 10 1950



KK 9076

McGraw electric company, Toastmaster  
products division, claimant

The toast that adds profit to every plate!  
(Automatic electric toasters) [New York,  
Printed by Ahrens pub. co., inc.] c1946.  
clipping.

Print.

Appl. author: F. J. Wachter.

© 10-5-46; 2 c 10-22-46; Elgin, Ill.;  
KK 9076.

mgo 1-2-47



KK 8013

McGraw electric company, Toastmaster  
products division, claimant

The toast that does more to earn you  
more. (Automatic electric toaster) [New  
York, Printed by Ahrens, pub. co., inc.]  
cl946.

clipping.

Print.

Appl. author: Frederick J. Wachtler.

© 1 Dec 46; 2c 5 Jan 47; author, Elgin, Ill.;  
KK 8013.

hq 2-8-47



KK 8012

McGraw electric company, Toastmaster  
products division, claimant

The toast that does more to earn you  
more! (Automatic electric toaster)

[Orange, conn., Printed by Lebar Friedman  
publications, inc.] c1946  
clipping.

Appl. author: Frederick J. Wachter.

© 1Dec46; 2c 5Jan47; author, Elgin, Ill.;  
KK 8012.

hq 2-8-47



KK 8010

McGraw electric company, Toastmaster  
products division, claimant

The toast that gives you most for your  
money! (Automatic electric toaster)  
[Chicago, Printed by Modern hospital pub.  
co.] cl946.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© 1Dec46; 2c 5Jan47; author, Elgin, Ill.;  
KK 8010. hq 2-8-47



KK 9611

McGraw electric company, Toastmaster products  
division, claimant

The toast that increases your sales checks!  
(Automatic electric toasters) [Chicago, Printed  
by Domestic engineering co.] c1946.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

c 11-5-46; 2 c 11-26-46; Elgin, Ill.;  
KK 9611.

lg 1-30-47



KK 8903

McGraw electric company. Toastmaster  
products division, claimant.

The toast that makes today's high-  
priced foods go further! (Automatic  
electric toaster) [New York, Printed  
by Lebhar-Friedman publications]ol947.  
clipping. (Ad no. 395)

Print.

Appl. author: Frederick J. Wachter.

© 31Jan47; author, Elgin, Ill.;

KK 8903

elg 3-3-47



KK 10472

McGraw electric company. Toastmaster  
products division, claimant.

The toast that makes today's high-  
priced foods go further! (Electric  
Toastmaster automatic pop-up toasters)  
[Chicago, Printed by Erwin Wasey & co.]  
c1947.

clipping.

Print.

© 1Feb47; author, Elgin, Ill.; KK  
10472.

afp 5Mar47



KK 10717

McGraw electric co. Toastmaster  
products division. claimant.

The toast that makes today's high-  
priced foods go further! (Toastmaster  
automatic pop-up toasters) [Chicago,  
Printed by Domestic engineering co.]

© 1947.

clipping.

Print.

Appl. author: Frederick J. Wachter.

© author, Elgin, Ill.; 5Feb47;

KK 10717.

pam 3-14-47



KK 9075

McGraw electric company, Toastmaster  
products division, claimant  
Toast that's always perfect saves time  
and pleases patients! (Automatic electric  
toasters) [Chicago, Printed by Modern  
hospital pub. co., inc.] c1946.  
clipping.

Print.

Appl. author: F. J. Wachter.

© 10-1-46; 2 c 10-22-46; Chicago; KK 9075.

mge 1-2-47



KK 8651

McGraw electric company. Toastmaster products  
division, claimant.

The toast that's always profitable--profitable  
all ways! Every slice that pops up ... (Automatic  
electric toaster) [New York, Printed by  
Service publishing corp.] cl947.  
clipping.

Print.

Appl. title: Every slice that pops up.

Appl. author: Frederick J. Wachter.

©15Jan47; author, Elgin, Ill.; KK 8651.

elg 3-7-47



MCGRAW ELECTRIC COMPANY, Toastmaster  
Products Division ©,

A toaster for every hospital need.  
Toastmaster. [From Hospital pur-  
chasing file, 1950-51 annual, p. B-  
19] Sheet. (595) © 27Nov50;  
KK58216.

FEB 16 1951



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**A toaster for every hospital need.**

**Toastmaster automatic pop-up  
toasters. (Toaster roll and food  
warmers) Adv. from Hospital pur-  
chasing file, annual 1952-53, 29th  
ed., p. 26. Appl. author: Fred-  
erick J. Wachter. © 15Oct52 (in  
notice: 1950); KK82951.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

"Toaster inventory? ... not me!"  
Sheet. © 22Apr49; KK38030.



KK 9438

McGraw electric company. Toasmaster  
products division, claimant.

The toaster most people want!  
(Automatic electric toasters) [Chi-  
cago, Printed by Erwin Wasey & co.]  
cl946.

clipping.

Print.

Appl. author: F. J. Wachter.

© 10-23-46; 2 c 11-20-46; Elgin,  
Ill.; KK 9438.

mgc 1-14-47;  
afp 2-1-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

/ A toaster size for every need.

Keeps foods hot and oven-fresh  
for hours! / (Toaster, waffle  
baker, roll and food warmer)

Sheet. © 3Mar50; KK47677.

APR 18 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division C.

A toaster size for every need.

Toastmaster. [From Institutions  
catalog directory, 1951, p. 71]  
(Toasters, roll and food warmers,  
waffle bakers) Sheet. (611)

© 28Dec50; KK60592.

MAY 1 - 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

A toaster size for every need! Whether you serve 125 or up to 1000 ... Toastmaster. Sheet.

© 30Mar50; KK50612.

JUL 10 1950



MCGRAW ELECTRIC CO. Toastmaster  
Products Division, Elgin, Ill.  
Toaster sizes that save you  
money! (Automatic toaster)  
Clipping. © 19Sep47; KK16255.



MCGRAW ELECTRIC CO. Toastmaster  
Products Division, Elgin, Ill.  
Toaster sizes that save you  
money! Clipping. © 4Sep47;  
KK16252.



McGraw electric company. Toastmaster  
products division, claimant.

The toaster that ends bread waste.  
(Automatic toaster) [Chicago, Printed  
by Domestic engineering co.] cl947.  
clipping.

Print.

Appl. author; Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 5Mar47;  
KK11614.

afp 17Apr47



McGraw electric company. Toastmaster  
products division, claimant.

The toaster that ends bread waste.  
(Electric toaster) [New York, Printed  
by Lebhar-Friedman publications, inc.]  
c1947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.  
© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 10Mar47;  
KK11423.

afp 16Apr47



KK 8009

McGraw electric company, Toastmaster  
products division, claimant

The toaster that lasts! (Automatic electric  
toaster) [Philadelphia, Printed by  
Curtis pub. co.] cl946.  
clipping.

Print.

Appl. author: Charles S. Lewis, jr.

© 1Dec46; 2c 5Jan47; author; Elgin, Ill.;  
KK 8009.

hq 2-8-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©

The toaster with "tailor-made" capacity.  
(Automatic toaster) Clipping.

© 5Sep48; KK30135.



KK 9072

McGraw electric company, Toastmaster  
products division, claimant

Toastmaster automatic pop-up toasters; a  
model to meet every restaurant requirement ..  
2 to 16 slices per minute! (Automatic electric  
toasters) [New York, Printed by Ahrens pub.  
co., inc.] cl946.  
clipping.

Print.

Appl. title: Large capacity.

Appl. author: F. J. Wachter.

© 9-25-46; 2 c 10-22-46; Elgin,  
Ill.; KK 9072. mge 1-2-47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster automatic waffle baker;  
no more waffle sticking. Card.  
(DAA50) © 15Mar50; KK53154.

OCT 2 - 1950



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Toastmaster bun toasters help glorify Wimpy, the Glorified Hamburger speed turnover for Wimpy Grills, inc. Adv. from Chain store age, Jan. 1953, p. 38-39. Appl. author: Edward J. Grabow. © 5Jan53; KK83844.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster bun toasters help glorify Wimpy, the Glorified Hamburger. 2-slot model. Adv. from Restaurant equipment dealer, Apr. 1953, p. 66-67. Appl. author: Frederick J. Wachter. © 25Mar53; KK85608.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster gifts. [From Saturday  
evening post, Dec. 9, 1950, p. 13]  
(Toaster, etc.) Sheet. © 6Dec50;  
KK58215.

FEB 16 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster offers you this complete  
retail advertising service, free!  
Ad no. 71-80. (Electrical applian-  
ces) Folder. (D17-0) © 14Jun50;  
KK53158.

OCT 2 - 1950



MCGRAW ELECTRIC CO. Toastmaster

Products Division, Elgin, Ill.

Toastmaster products come in  
sizes to suit your needs!

(Automatic toaster) Clipping.

© 12Sep47; KK16253.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster products for food that  
will please your customers.

(Toasters, food warmers, etc.)

Folder. © 25Sep51; KK68480.

JAN - 8 1952



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster products keep the sales  
door open for you! (Automatic  
toaster, waffle baker etc.)

Clipping. © 25Jun48; KK28530.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster products save serving  
time. (Automatic toaster, waffle  
baker etc.) Clipping.

© 18Aug48; KK28528.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers.

[From American restaurant magazine,  
May 1951, p. 26-27] Sheet.

© 10May51; KK62263.

JUN 15 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers.

Sheet from Restaurant equipment  
dealer, June 1951, p. 52-53.

© 25 May 51; KK63620.

AUG 1 1951



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster roll and food warmers  
help boost turnover at Gimbel's  
Roost. (Roll & food warmers)  
Adv. from American restaurant,  
Sept. 1952, p. 58-59. Appl. au-  
thor: Frederick J. Wachter.  
© 10Aug52; KK82955.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster roll and food warmers  
help boost turnover at Gimbel's  
Roost to 31 customers per seat.  
Toastmaster products. (Roll and  
food warmers) Adv. from Restau-  
rant equipment dealer, Dec. 1952,  
p. 6-7. Appl. author: Frederick  
J. Wachter. © 25Nov52; KK82954.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers  
help earn the name "miracle restau-  
rant" for Van de Kamp's ... Sheet  
from Food service news, Nov. 1951,  
p. 38-39. © 1Nov51; KK68080.

DEC 14 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Toastmaster roll and food warmers  
help earn the name Miracle Restau-  
rant for Van de Kamp's on Los  
Angeles' miracle mile. Adv. from  
Restaurant equipment dealer,  
Feb. 1952, p. 6-7. Appl. author:  
Frederick J. Wachter. © 25Jan52;  
KK71628.



MCGRAW ELECTRIC COMPANY, Toastmaster  
Product Division ©.

Toastmaster roll and food warmers;  
keep foods hot and oven-fresh for  
hours. Folder. (C17-0) © 23Aug50;  
KK54875.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers  
help Hugh Grey Hosiery Mill ...  
Sheets from American restaurant  
magazine, July 1951, p. 64-65.

© 10Jul51; KK64763.

SEP 10 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers  
help Hugh Grey Hosiery Mill ...  
Sheets from Restaurant equipment  
dealer, Aug. 1951, p. 10-11.

© 25 Jul 51; KK64764.

SEP 10 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers  
keep 43,200 rolls ... Sheet.

© 7Sep49; KK43856.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster roll and food warmers  
keep 43,200 rolls per month hot and  
delicious for Clark's Yorktown at  
only \$5.55. Adv. from Restaurant  
equipment dealer, Apr. 1952, p. 4-5.  
Appl. author: Frederick J. Wachter.  
© 25Mar52; KK73247.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster roll and food warmers  
speed hot food from kitchen to  
patient. Adv. from Journal of  
American Dietetic Association,  
Jan. 1953, p. 79. Appl. author:  
Edward J. Grabow. © 9Jan53;  
KK83846.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers  
speed service. Sheet from Insti-  
tutions magazine, July 1951, p. 100.

© 5Jul51; KK63621.

AUG 1 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers  
speed service and cut labor costs.

[From Restaurant management,

Mar. 1951, p. 55] Sheet. © 5Mar51;  
KK61675.

MAY 23 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION

Toastmaster roll and food warmers  
speed service and cut labor costs.  
Adv. from Restaurant equipment  
dealer, Sept. 1952, p. 22. Appl.  
author: Frederick J. Wachter.  
© 25Aug52; KK80262.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster roll and food warmers  
speed service and cut labor costs.  
Adv. from Restaurant management,  
Sept. 1952, p. 112. Appl. author:  
Frederick J. Wachter. © 5Sep52;  
KK80263.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster roll and food warmers  
speed service and cut serving  
costs. Adv. from Journal of the  
American dietetic Association,  
Oct. 1952, p. 993. Appl. author:  
Frederick J. Wachter. © 1Sep52;  
KK80259.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster roll and food warmers  
speed service for Dewey's. Sheet  
from American restaurant, Nov. 1951,  
p. 56-57. © 10Nov51; KK68083.

DEC 14 1951



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster roll and food warmers  
speed service for Dewey's,  
America's largest hot dog stand.  
Adv. from Restaurant equipment  
dealer, Dec. 1951, p. 52-53.  
Appl. author: Frederick J.  
Wachter. © 25Nov51; KK68995.**

JAN 3 1 1952



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster, the ability to plan,  
the facilities to produce.  
(Toasters, roll and food warmers)  
17 p. © 13Apr51; KK61680.

MAY 23 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster Toast 'n Jam set. Snack-  
time favorite of the whole family.  
(Toasting set) Sheet. (D18-0)

© 12Jun50; KK51706.

APR 17 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division C.

Toastmaster toaster flexibility.

[From American restaurant, Jan.  
1951, p. 20-21] Sheets. © 8Jan51;  
KK58214.

FEB 16 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toaster flexibility fits  
cafeteria needs perfectly ...

[From Restaurant equipment dealer,  
Feb. 1951, p. 36-37] Sheets.

(624) © 25 Jan 51; KK60596.

MAY 1 - 1951



KK 4419

McGraw electric co., Toastmaster products  
division, claimant

... Toastmaster toasters are back again!  
(Automatic electric toaster) [Chicago, Printed  
by Modern hospital pub. co.] c1946.

clipping.

At head of title: Economical to operate ...  
Print.

Application author: Frederick J. Wachter.

©6-11-46; 2 c 6-24-46; Elgin, Ill.;

KK 4419.

mgc 7-23-46



KK 3301

McGraw electric co., Toastmaster pro-  
ducts division, claimant

Toastmaster toasters are back again!  
(Automatic electric toaster) [New York,  
Printed by Chain store age fountain res-  
taurant] c1946.  
clipping.

Print.

Application author: F. J. Wachter.

© 5-15-46; 2 c 5-18-46; Elgin, Ill.;

KK 3301.

cf 6-11-46



KK 596

McGraw electric co. Toastmaster products  
division, claimant.

Toastmaster toasters are back again!  
(Electric toasters, automatic, commercial)  
[Orange, Conn., Printed by Lebhar-Fred-  
man publications, inc.] © 1946.

clipping.

Print.

Appl. author: Fred J. Wachter.

⑥ 1-10-46; 2c 1-24-46; Elgin, Ill.;

KK 596.

3-28-46 rs



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters get closer to  
the point of service! Sheet. ©

5Jan48; KK21497.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help Evans, inc.  
turn "after-breakfast slack" into  
busy, profitable volume! [From  
Hotel management, May 1950]  
Sheets. © 8May50; KK50616.

JUL 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help Evans, Inc.  
turn "after-breakfast slack" into  
busy, profitable volume! [From  
Restaurant equipment dealer, May  
1950] Sheets. © 21Apr50; KK50615.

JUL 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help "Harvey's  
Drive-In" serve up to 4800  
customers every 24 hours. [From  
American restaurant, Mar. 1951,  
p. 30-31] Sheet. © 10Mar51;  
KK61676.

MAY 23 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help "Harvey's  
Drive-In" serve up to 4800  
customers every 24 hours. Mr. Rest-  
aurant equipment salesman.

[From Restaurant equipment dealer,  
Apr. 1951, p. 4-5] Sheet.  
© 26Mar51; KK61677.

MAY 23 1951



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster toasters help London  
House keep food quality high.**

**London House at the bridge ...**

**Appl. author: Frederick J. Wachter.**

**Adv. from Food service news, May  
1952, p. 6-7. © 1May52; KK74390.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster toasters help Percy  
Brown's maintain foods of dis-  
tinction. Adv. from American  
restaurant, Jan. 1953, p. 52-53.  
Appl. author: Edward J. Grabow.  
© 10Jan53; KK82953.**



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster toasters help Percy  
Brown's maintain foods of distinc-  
tion. Adv. from Restaurant equip-  
ment dealer, Feb. 1953, p. 48-49.  
Appl. author: Edward J. Grabow.  
© 23Jan53; KK83842.**



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help The Dia-  
monds maintain daily turnover ...  
[From Restaurant equipment dealer,  
Dec. 1950, p. 12-13] Sheets.  
© 24 Nov 50; KK58217.

FEB 16 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help The Dia-  
monds maintain daily turnover of  
16 customers per seat! [From Amer-  
ican restaurant, Sept. 1950, p. 26-  
27] Sheets. (607) © 8Sep50;  
KK54867.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help Winfield  
Drug Stores, inc. serve 4000 people  
per day. Sheet from American res-  
taurant magazine, Sept. 1951, p. 56-  
57. © 8Sep51; KK66381.

OCT 29 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toastmaster toasters help Winfield  
Drug Stores, inc. Sheet from Res-  
taurant equipment dealer, Oct. 1951,  
p. 44-45. © 24Sep51; KK68085.

DEC 14 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The Toastmaster waffle baker stops  
waffle sticking! (Waffle baker,  
roll and food warmers) Sheet.

© 13May49; KK40865.



**MCGRAW ELECTRIC COMPANY, TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toastmaster's add-a-unit plan saves  
your hospital money. Four-slice  
model. (Toaster) Adv. from  
Journal of American dietetic Asso-  
ciation, Mar. 1953, p. 213. Appl.  
author: Frederick J. Wachter.  
© 10Mar53; KK85609.**



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Toasts more than 500 half-buns an hour.

In less than a foot of counter space.

(Toaster) Adv. from Institutions,

May, 1952, p. 174. Appl. author:

Frederick J. Wachter. © 5May52;

KK74392.



MC GRAW ELECTRICAL COMPANY. Toastmaster  
Products Division ©.

Toasts more than 500 half-buns an  
hour - speeds service and increases  
turnover. Toastmaster. [From In-  
stitutions magazine, Sept. 1950,  
p. 109]. Sheet. (604) © 4Sep50;  
KK54865.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 500 half-buns an  
hour ... Toastmaster bun toaster.  
Sheet. © 28Oct49; KK43857.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 500 half-buns  
an hour. Toastmaster bun toaster.

[From Institutions magazine,  
May 1951, p. 7] Sheet. © 1May51;  
KK61679.

MAY 23 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 1000 slices per hour!  
(Automatic toaster) Clipping.

© 5Jan49; KK33855.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 1000 slices per hour.

Toastmaster. [From College and U-  
niversity business, Sept. 1950,

p. 691 Sheet. (612) © 8Sep50;

KK54868.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 16 slices per minute!  
(Automatic electric toaster)  
Sheet. © 29Jul49; KK40857.



MCGRAW ELECTRIC CO., Toastmaster  
Products Division, Elgin, Ill.  
Toasts more than 16 slices per  
minute. (Automatic toaster)  
© 20Sep47; KK17238.



MCGRAW ELECTRIC CO., Toastmaster  
Products Division, Elgin, Ill.  
Toasts more than 16 slices per  
minute. (Automatic toaster)  
© 90ct47; KK17239.



MCGRAW ELECTRIC CO., Toastmaster  
Products Division, Elgin, Ill.  
Toasts more than 16 slices per  
minute. (Automatic toaster)  
© 60ct47; KK17240.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 16 slices per minute!  
(Automatic toaster) Clipping.

© 25Dec48; KK33854.



MCGRAW ELECTRIC COMPANY. Toastmaster

Products Division ©.

Toasts more than 16 slices per minute.

Toastmaster. Sheet from Institutions, Oct. 1951, p. 124.

© 13Sep51; KK68077.

DEC 14 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 250 half-buns an  
hour ... Toastmaster bun toaster.  
Sheet. © 30Aug49; KK43854.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toasts more than 250 half-buns an  
hour ... Toastmaster bun toaster.  
Sheet. © 23Sep49; KK43860.



**MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.**

**Toasts more than 250 half-buns an  
hour. Toastmaster bun toaster.**

**Adv. from Institutions, Dec.**

**1951, p. 89. Appl. author:**

**Frederick J. Wachter. © 15Nov51;  
KK68996.**

JAN 3 1 1952



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Toast-ways to profit! Toastmaster.

Pamphlet. (C21-0) © 25Sep50;

KK54873.

NOV 10 1950



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Today's newest, most distinctly  
different toaster. From House  
& garden, June 1953, p. 151.  
Appl. author: Frederick J. Wachter.  
© 18May53; KK88406.



KK 10329

McGraw electric company, Toastmaster  
products division, Claimant.

A treasure for toastmakers. (Electric  
Toastmaster automatic pop-up toasters)  
[Chicago, Printed by Erwin, Wasey & Co.]  
c1947.

clipping.

Print.

Appl. author: Frederick J. Wachter.

(C) 12Feb47; author, Elgin, Ill.;

KK 10329

elg 3-3-47



McGraw electric company. Toastmaster  
products division, claimant.

The treasure toaster! (Automatic  
toaster) [Chicago, Printed by  
National jeweler pub. co.] c1947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.;  
10Mar47; KK11615.

afp 17Apr47



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Treat yourself to that Toastmaster  
"touch." The value "touch." (Au-  
tomatic electric toaster) Sheet.  
© 29Aug49; KK40859.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Trust this one to have that Toast-  
master "touch". (Automatic toast-  
er) Sheet. © 30Mar50; KK50618.

JUL 10 1950



McGraw electric co. Toastmaster products division, claimant.

12 ways to profit with a Toastmaster roll and food warmer! (Roll and food warmers) [New York, Printed by Ahrens pub. co.] c1946.

Clipping.

Print.

Application author: F. J. Wachter.

© 3-22-46; 2 c 3-31-46; Elgin, Ill.; KK 2112.

AFP 5-15-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Two new additions to the Toastmaster  
line. (Waffle baker and service)  
Folder. (DBB50) © 10Feb50;  
KK53161.

OCT 2 - 1950



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Two ways to lose an argument with  
your appetite. Toastmaster automat-  
ic pop-up toaster. [From Better  
homes & gardens, Mar. 1951, p. 190]  
Sheet. (617A) © 23Feb51; KK60599.

MAY 1 - 1951



MCGRAW ELECTRIC COMPANY, Toastmaster  
Products Division ©.

Use these sales promotion helps to  
bring you customers for the new  
Toastmaster waffle baker and waffle  
service. No. 319 ... Sheet. (DEE  
50) © 5Mar50; KK53162.

OCT 2 - 1950



MCGRAW ELECTRIC COMPANY, Toastmaster  
Products Division ©.

Waffles are way up in profits. Toast-  
master automatic waffle baker.

Sheet from Institutions, Sept. 1951,  
p. 33. © 5Sep51; KK65434.

SEP 25 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Waffles are way up in profits.

(Waffle baker) Adv. from Fountain  
and fast food, Aug. 1952, p. 6.

Appl. author: Frederick J. Wachter.  
© 30Jul52; KK77270.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Waffles sell around the clock. Toast-  
master. (Waffle baker) Sheet from  
Institutions, Nov. 1951, p. 32.

© 13Oct51; KK68081.

DEC 14 1951



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

Waffles sell around the clock at  
69 o/o to 79 o/o gross profit.

Toastmaster automatic waffle baker.

Adv. from American restaurant, Dec.

1952, p. 29. Appl. author: Frederick J. Wachter. © 10Dec52;

KK82959.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©

Waffles sell around the clock at  
69 0/0 to 79 0/0 gross profit.  
Toastmaster automatic waffle baker.  
Adv. from Restaurant dealer, Nov.  
1952, p. 2. Appl. author: Freder-  
ick J. Wachter. © 25Oct52;  
KK80267.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Warm her heart with a Toastmaster  
gift. For parties that almost give  
themselves. (Toaster set) Folder.  
(D15-0) © 29May50; KK51705.

AND 1 7 1950



KK 5756

McGraw electric co., Toastmaster products  
division, claimant

"Wasn't I clever - to wait!" (Automatic  
electric toaster) [New York, Printed by  
Hearst magazines, inc.] 01946.  
clipping.

Print.

Appl. author: Charles S. Lewis, jr.

© 8-20-46; 2 c 8-29-46; Elgin, Ill.;  
KK 5756.

mge 11-7-46



KK13161

McGraw electric co. Toastmaster products  
division, claimant.

1. Watch it work. 2. Taste the foods  
... (Automatic toasters) [Boston, Printed  
by Hotel service, inc.] c1947.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© McGraw electric co., Toastmaster  
products division, Elgin, Ill.; 26Apr47;  
KK13161.

25Jun47 rs



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

Whatever your hospital's size,  
there's a Toastmaster toaster ...  
Sheet from Modern hospital, Nov.  
1951, p. 115. © 1Nov51; KK68078.

DEC 14 1951



MCGRAW ELECTRIC COMPANY. Toast-  
master Products Division ©.

When can I get more Toastmaster  
toasters? [Adv.] (In Electrical  
dealer, Dec., 1947, p. 7)

© 10Dec47; B5-4575.



KK 3302

McGraw electric co., Toastmaster products  
division, claimant

Why is the Toastmaster toaster the  
most profitable to handle? (Automatic  
electric toaster) [New York, Printed  
by Electrical merchandising] c1946.  
clipping.

Print.

© 5-15-46; 2 c 5-18-46; Elgin, Ill;  
KK 3302.

cf 6-11-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The wise toaster choice for now and  
the future. Toastmaster automatic  
pop-up toasters. [From Fountain  
service, Feb. 1951, p. 49]  
Sheet. © 10Feb51; KK60597.

MAY 1 - 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

The wise toaster choice for now and  
the future. The Toastmaster toaster.

[From American restaurant magazine,  
Feb. 1951, p. 30] Sheet.

© 9Feb51; KK60594.

MAY 1 - 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

"With the Toastmaster roll and food  
warmer I serve more people, in less  
time ... Sheet. © 2Aug49;  
KK40861.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

World's most distinctly different  
toaster ... From the Saturday  
evening post, June 13, 1953, p.  
167. Appl. author: Frederick J.  
Wachter. © 10Jun53; KK88404.



MCGRAW ELECTRIC COMPANY. TOASTMASTER  
PRODUCTS DIVISION ©.

World's most distinctly different  
toaster. New Toastmaster super de-  
lux toaster. From House beautiful,  
May 1953, p. 126. Appl. author:  
Frederick J. Wachter. © 29Apr53;  
KK86969.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

You have a date with appreciation.

Toastmaster. (Toaster) Sheet from  
the Saturday evening post, Nov. 3,  
1951, p. 92. © 31Oct51; KK68079.

DEC 14 1951



MC GRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

You'll get "oh's" and "ah's" galore  
with this grand new waffle ser-  
vice! Toastmaster. Sheet.

© 26Apr50; KK50605.

JUL 1 0 1950



KK 1911

McGraw electric co., Toastmaster products division,  
claimant.

You'll sell more because folks see more in the  
Toastmaster toaster. (Electric automatic toaster)  
[New York, Printed by Fairchild publications] c1946  
clipping.

Print.

Application author: F. J. Wachter.

© 3-14-46; 2 c 3-26-46; Elgin, Ill.;

KK 1911.

vf 4-25-46



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

You're almost sure to get a Toast-  
master toaster. Sheet. © 1May49;  
KK38031.



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division ©.

You're almost sure to get a Toast-  
master toaster. [From the Brides  
magazine, summer 1951, p. 163]  
Sheet. © 30Apr51; KK62307.

JUN 15 1951



MCGRAW ELECTRIC COMPANY. Toastmaster  
Products Division C.

You're headed for happiness! (Auto-  
matic toaster) Clipping. © 18 Oct 47;  
KK20100.



KK 680

McGraw electric co. Toastmaster products  
division, claimant.

Yours for perfect toast every time!  
(Automatic electric toasters) [New  
York, Printed by Case-Shepperd-Mann  
pub. co.] © 1946.

clipping.

Print.

Appl. author: F. J. Wachter.

© 1-15-46; 2c 1-25-46; Elgin, Ill.;

KK 680.

4-8-46 rs



KK 2770

McGraw electric co. Toastmaster products  
division, claimant.

Yours for years of tasty toast!  
(Automatic electric toasters) [New York  
Printed by Case-Shepperd-Mann publishing  
corp.] © 1946.

clipping.

Print.

Appl. author: Fred J. Wachter.

© 4-22-46; 2c 4-28-46; Elgin, Ill.;

KK 2770.

6-3-46 rs



KK 6236

McGraw electric co., Toastmaster products  
div., claimant

Yours is on the way! (Automatic electric  
toasters) [New York, Printed by Restaurant  
management] c1946.  
clipping.

Print.

Appl. author: Frederick J. Wachter.

© 9-10-46; 2 c 9-21-46; Elgin, Ill.;

KK 6236.

mjc 11-12-46



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Automatic cooking anywhere you say.

Everhot. (Roasterette) Adv. from  
Collier's, Oct. 4, 1952, p. 44.

Appl. author: Frederick J. Wachter.  
© 40oct52; KK85052.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Completely new Tropic-Aire automatic  
blankets. Sheet. Appl. author:  
Frederick J. Wachter. © 15Jul52;  
KK81419.



**MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.**

**Cook and serve right at the table.  
Everhot all-purpose roasterette.  
Adv. from Collier's, Sept. 20,  
1952, p. 76. Appl. author: Fred-  
erick J. Wachter. © 20Sep52;  
KK85053.**



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Everhot deluxe roaster oven. On Mother's Day or for the bride. Everhot deluxe automatic roasterette ... Everhot rangette. Adv. from Colliers, May 2, 1953, p. 45. Appl. author: Frederick J. Wachter.  
© 2Feb53; KK85603.



MCGRAW ELECTRIC COMPANY. TROPIC-  
AIRE, INC. ©.

Everhot Rangette, compact cooking  
at its best. Here is the real  
answer to cooking in close quarters.  
Sheet. Appl. author: Frederick J.  
Wachter. © 15Feb52; KK73240.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Everhot roaster ensemble. Complete  
cooking, timing and storage facil-  
ities. Sheet. Appl. author:  
Frederick J. Wachter. © 4Jun52;  
KK81420.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Everyone sleeps better with Tropic-  
Aire electric bed coverings and  
for every reason. T63B-6. Pam-  
phlet. Appl. author: D. E.  
Roettger. © 15Jul53; KK87877.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Friendly warmth wherever you want it.

Tropic-Aire fan-type heater. Adv.

from Collier's, Mar. 7, 1953, p.

52. Appl. author: Frederick J.

Wachter. © 7Mar53; KK84652.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Full-scale cooking in any little corner. Everhot rangette. Adv. from Collier's, Nov. 1, 1952, p. 48.

Appl. author: Frederick J. Wachter.  
© 1Nov52; KK84650.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC.

Full-scale cooking in any little  
corner. Everhot rangette. From  
Collier's, May 30, 1953, p. 69.  
Appl. author: Frederick J. Wachter.  
© Tropic-Aire, inc., subsidiary of  
McGraw Electric Co.; 22May53;  
KK88410.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Give her cooking ease this Christ-  
mas. Everhot cooking appliances.  
Adv. from Collier's, Dec. 13,  
1952, p. 12. Appl. author: Fred-  
erick J. Wachter. © 13Dec52;  
KK84651.



MCGRAW ELECTRIC COMPANY. TROPIC-  
AIRE, INC. ©.

Introducing the sensational new  
Everhot roaster oven. Model 952,  
automatic electric cooking at its  
best ... Everhot roaster utili-  
table. Model 953, the perfect ac-  
cessory for the new Everhot  
roaster oven ... (Electric ap-  
pliances) Sheet. Appl. author:  
J. D. Elgin. © 30Dec52; KK81920.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC.

Low-cost slumber luxury with the new  
Tropic-Aire electric sheet. Sheet.  
Appl. author: Frederick J. Wachter.  
© Tropic-Aire, inc., subsidiary of  
McGraw Electric Co.; 22May53;  
KK87611.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC.

Marketed with the retailer in mind.

New Tropic-Aire electric sheets.

Sheet. Appl. author: Frederick J.

Wachter. © Tropic-Aire, inc.,

subsidiary of McGraw Electric Co.;

22May53; KK87610.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC.

Most complete line of electric bed-  
coverings in the industry. Elec-  
tric blankets and sheets. From  
Electrical merchandising, July  
1953, p. 24-25. Appl. author:  
Frederick J. Wachter. © Tropic-  
Aire, inc., subsidiary of McGraw  
Electric Co.; 1Jul53; KK88411.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC.

New Everhot roaster oven. Form T 53-  
100. Sheet. Appl. author: D. E.  
Roettger. © Tropic-Aire, inc.,  
subsidiary of McGraw Electric Co.;  
10Jul53; KK87741.



MOGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

New Everhot roaster oven. Model 952,  
automatic electric cooking at its  
best. Everhot roaster utilitable.  
Sheet. Appl. author: D. E. Roett-  
ger. © 20Mar53; KK83463.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Quick, cool, carefree way to cook  
complete meals. Everhot de luxe  
roaster-oven. Adv. from Collier's,  
Oct. 18, 1952, p. 80. Appl. author:  
Frederick J. Wachter. © 18Oct52;  
KK85054.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC., DIVISION ©.

Sleep as you've never slept before.

Everhot automatic electric blanket.

Adv. from the Saturday evening  
post, Nov. 17, 1951, p. 13.

Appl. author: Frederick J. Wachter.

© 7Nov51; KK68991.

JAN 3 1 1952



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Sleep like a baby under a Tropic-  
Aire electric bedcovering. Fold-  
er. Appl. author: D. E. Roettger.  
© 8May53; KK85214.



MCGRAW ELECTRIC COMPANY. TROPIC-  
AIRE, INC. ©

Sleep like a baby under your new  
Tropic-Aire automatic electric  
sheet. Pamphlet. [Form] T63-  
20M. Appl. author: D. E. Roettger.  
© 8Jun53; KK86255.



MCGRAW-ELECTRIC COMPANY. TROPIC-  
AIRE, INC. ©.

Tropic-Aire-Everhot electric  
housewares for cooking and  
comfort. Folder. Appl.  
author: J. D. Elgin. © 22Sep52;  
KK78786.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC.

Tropic-Aire offers you the most complete line of electric bedcoverings. Folder. Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 22May53; KK87612.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Tropic-Aire offers you this complete  
retail advertising service, free.  
Automatic electric blanket. Fold-  
er. Appl. author: Frederick J.  
Wachter. © 15Sep52; KK81418.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Tropic-Aire, the electric blanket  
that's 4 ways new for '52.

Folder. Appl. author: Frederick  
J. Wachter. © 15Sep52; KK81421.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

Warmth without weight brings deep,  
relaxing sleep. The new Tropic-  
Aire automatic blanket maintains  
any degree of warmth you want.  
Adv. from House beautiful, Oct.  
1952, p. 125. Appl. author:  
Frederick J. Wachter. © 25Oct52;  
KK84649.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

You and your Tropic-Aire automatic  
electric blanket. Perfect comfort,  
perfect rest, perfect relaxation.  
Pamphlet. Appl. author: J. D.  
Elgin. © 25Jun52; KK75781.



MCGRAW ELECTRIC COMPANY. TROPIC-AIRE,  
INC. ©.

You owe yourself a good night's  
sleep. Tropic-Aire automatic elec-  
tric blanket. Adv. from Collier's,  
Nov. 8, 1952, p. 31. Appl. author:  
Frederick J. Wachter. © 8Nov52;  
KK84653.



MCGRAW Electric Company of Elgin. SEE  
Bussmann Manufacturing Company.



MCGRAW-HILL. SEE  
McGraw-Hill Publishing Company, inc.



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I

D | W | BW | M | BM | Q

Title McGraw-Hill American Letter.

Claimant McGraw-Hill International Corp., 330 W. 42nd St., New York 18

Remitter " " "

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
1	2						
1	2	June 19-48	6-19	6-28-48			©CIB 144580
1	3	July 17	7-3	7-22-48			©CIB 147729
1	4	July 17	7-17	7-22-48			©CIB 147730
1	5	July 31	7-31	8-9-48			©CIB 149287
-	-	Aug 7	8-7	8-12-48	Spec Rep		©CIB 150330
1	6	Aug. 14	8-14	8-20-48			©CIB 151171
1	7	Sept 7	8-28	9-7-48		SEP 10 1948	©CIB 157187
1	8	Sep 11	9-11	9-16-48			©CIB 157188
1	9	Sep 25	9-25	9-30-48			©CIB 157189
1	10	Oct. 9	10-9	10-9			©CIB 158462
1	11	Oct 23	10-23	10-29-48			©CIB 162752
-	-	Oct 30	10-30	11-5-48	Spec. Rep.		©CIB 162753
1	12	Nov 6	11-6	11-15-48		NOV 29 1948	©CIB 167280
1	13	Nov 20	11-20	11-20		DEC 6 1948	©CIB 167281
1	14	Dec. 4	12-4				©CIB 167282

(May 1948-5,000)

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1	15	Dec. 18	12-18-48	12-24-48			©ClB 173776
1	16	Jan. 1	1-1	1-10-49			©ClB 175204
1	17	Jan 15	1-15	1-24-49			©ClB 176521
1	18	Jan 29	1-29	2-4-49			©ClB 176522
1	19	Feb 12	2-12	2-12-49			©ClB 178793
1	20	Feb 26	2-26	3-1-49			©ClB 182766
-	-	Mar. 5	3-5	3-18-49	Special Report		©ClB 183304
1	21	Mar. 12	3-12	3-18-49			©ClB 183305
1	22	Mar 26	3-26	4-11-49			©ClB 187133
1	23	Apr 9	4-9	5-13-49			©ClB 192275
1	24	Apr 23	4-23	5-13-49			©ClB 192276
1	25	May 7	5-7	5-13-49			©ClB 192277
1	26	May 21	5-21	5-27-49			©ClB 194085
2	1	June 4	6-4	6-13-49	Mis. Not. 6-21		©ClB 196392
2	2	Jun 18	6-18	7-8-49			©ClB 199579
Sp Re.		Jun 27	6-27	7-11-49			©ClB 200348
2	4	Jul 16	7-16	7-28-49	Not on back cover 2-18		©ClB 201022
2	5	July 30	7-30	8-5-49			©ClB 203824
2	6	Aug. 13	8-13	8-18-49			©ClB 205648
2	7	Aug 27	8-27	9-1-			©ClB 207870
2	8	Sep 10	9-10	9-16-			©ClB 209953



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Title McGraw-Hill American LetterClaimant McGraw-Hill International Corp., 330 W/ 42nd St., NYC 18Remitter "

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2	9	Sep. 24	9-24	9-30-49			CCIB 211881
2	10	Oct 3	10-8	10-17-49			CCIB 213977
2	11	Oct 22	10-22	11-7-49			CCIB 217301
2	12	Nov 5	11-5	11-14-49			CCIB 218866
2	13	Nov 19	11-19	11-28-49			CCIB 220001
2	14	Dec. 3	12-3	12-12-49			CCIB 222187
2	15	Dec 17	12-17	12-23-49		DEC	CCIB 228367
2	16	Dec 31	12-31	1-17-50			CCIB 227549
2	18	Jan 28	1-28	2-8-50			CCIB 231016
2	19	Feb. 11	2-11	2-21-50			CCIB 232418
2	20	Feb. 25	2-25	3-2-50			CCIB 234441
2	21	Mar 11	3-11	3-17-50			CCIB 236706
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2	23	Apr. 8	4-8	4-14			CCIB 241235

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
2	25	May 6	5-6	5-12-50			©CIB 245544
3	1	Jun. 3	6-3	6-12-50			©CIB 249808
3	2	Jun. 17	6-17	7-3-50			©CIB 253204
3	3	Jul 1	7-1	7-7-50			©CIB 254777
3	4	Jul 15	7-15	7-24-50	No notice-	rejected	7-26
3	5	July 29	7-29	8-4-50			©CIB 257942
3	6	Aug. 12	8-12	8-21-50			©CIB 259755
3	7	Aug. 26	8-26	9-1-50			©CIB 261013
3	8	Sept 9	9-9	9-15-50			©CIB 264147
3	9	Sept 23	9-23	9-28-50			©CIB 266322
3	10	Oct 7	10-7	10-12-50			©CIB 268810
3	11	Oct. 21	10-21	10-30-50			©CIB 270958
3	12	Nov 4	11-4	11-13-50			©CIB 272989
3	13	Nov 18	11-18	11-30-50			©CIB 275594
3	14	Dec 2	12-2	12-13-50			©CIB 277046

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Title McGraw Hill American Letter.

Claimant McGraw-Hill International Corp., 330 W. 42 St., ✓

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		1950					
3	15	Dec 16					
3	16	Dec. 30	12-30	1-12-51			B 284053
		1951					
3	17	Jan. 13	1-13	1-22-51			B 285062
3	18	Jan 27	1-27	2-5-51			B 285609
3	19	Feb 10	2-10	2-19-51			B 288434
3	20	Feb 24	2-24	3-2-51			B 291024
3	21	Mar 10	3-10	3-16-51			B 292310
3	22	Mar 24	3-24	4-5-51			B 295372
3	23	Apr 7	4-7	4-20-51			B 297530
3	24	Apr 21	4-24	4-30-51			B 299840



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3	25	May 5	5-5	5-11-51		B	301796
3	26	May 19	5-19	6-1-51		B	304912
4	1	Jun 2	6-2	6-8-51		B	306001
4	2	June 16	6-16	6-26-51		B	308524
4	3	Jun 30	6-30	7-9-51		B	311601
4	4	July 14	7-14	7-24-51		B	313019
4	5	Jul 28	7-28	8-3-51		B	313607
4	6	Aug 11	8-11	8-17-51		B	315189
4	7	Aug 25	8-25	8-30-51		B	317379
4	8	Sep 8	9-8	9-13-51		B	319340
4	9	Sep. 22	9-22	9-27-51		B	321038
4	10	Oct 6	10-6	10-15-51		B	323937
4	11	Oct 20	10-20	10-27-51		B	326175
4	12	Nov 3	11-3	11-8-51		B	329221



Title McGraw-Hill American Letter

Claimant McGraw-Hill International Corp., 330 W. 42nd St., NY 18-36

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4	13						
4	14	Dec 1	12-1	12-17-51			B 333729
4	15	Dec 15	12-15	12-26-51	NN Ref 1-14-52		
4	16	Dec 29	12-29	1-4-52	11 11 11 11 11 11 11 11 11 11		
4	17	1952 Jan 12	1-12	1-22-52	adn 1-30-52		B 339968
4	18	Jan 26	1-26	2-4-52			B 341737
4	19	Feb. 9	2-9	2-15-52			B 344549
4	20	Feb 23	2-23	2-29-52			B 346856
4	21	Mar 8	3-8	3-17-52			B 348906
4	22	Mar 22	3-22	4-4-			B 350215



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4	23	Apr 5	4-5	4-11-52			B 351912
4	24	Apr 19	4-19	4-30-52			B 356782
4	26	May 17	5-17	5-22-52			B 360837
5	1	May 31	5-31	6-6-52			B 364938
	2						
5	3	Jun 28	6-28	7-9-52			B 368643
5	4	July 12	7-12	7-18-52			B 372293
5	5	July 26	7-26	8-5-52			B 372294
5	6	Aug. 9	8-9	8-19-52			B 374504
5	7	Aug 23	8-23	9-4-52			B 376155
5	8	Sept 6	9-6	9-12-52			B 376156
5	9	Sept 20	9-20	9-28-52			B 380778
5	10	Oct 4	10-4	12-1			B 390816



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Title. MCGRAW-HILL AMERICAN LETTER

Corporation

Claimant McGraw-Hill International Corp., 330 W. 42nd St., New York 36

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5	11	Oct 18	10-18	12-12-52			B 390814
5	12	Nov 1	11-1	12-12-52			B 390815
5	13	Nov 15	11-15	1-30-53			B 400177
5	14	Nov 29	11-29	1-30-53			B 400178
5	15	Dec. 13	12-13	1-2-53			B 394209
5	16	Dec. 27	12-27	1-2-53			B 394210
5	17	Jan 10 '53	1-10 1953	1-16-53			B 396997
5	18	Jan 24	1-24	1-30-53			B 400179
	19						
5	20	Feb 21	2-21	3-2			B 402821

(July 1952—10,000)

L. C. 2-35



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(TITLE)

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(CLAIMANT)

330 West 42nd St., New York 36, N. Y.

v. 6, 1953, no.

No.	Issue	Pub. Date	Entry No.
3.	June 27.	© 27Jun53	B 424262
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- II. Erdélyi, Arthur.
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[Director: Arthur Erdélyi] 396 p.

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